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THE NATIONAL NEWS APER OF MARKETING

Decries Cry Babies . . .

Burnett Advises How (How Not) to Be Copy Pro

Trouble with Copywriter, He's Bound to Typewriter, Agency Chairman Laments

CHICAGO, Oct. 5—A lot of copywriters are downright spoiled.

- Copywriters should run around more.
- Copywriters who blame the public for failing to "sort out" their ads display a "lousy, stupid attitude."
- Copywriters who blame the client for "making us put in all that junk" are not pros. ("Save me from the crybabies.")

These and a lot of other words of comment and advice were issued by Leo Burnett to 106 members of the Chicago Copywriters Club last night.

"If this sounds like sermonizing, it's probably because it is," Mr. Burnett, a noted copywriter who is chairman of Leo Burnett Co., told the copywriters.

■ "In the audience tonight I recognize a few people who were formerly with our agency," Mr. Burnett said. "To them I say that if you took away anything useful, I hope you're using it where you are now. There never was a time when good advertising, no matter where it originates, was more important to our business as a whole.

"And to current members of our staff, some of whom I recognize in the audience," he added, "I say, 'Why aren't you back at the ranch taking a second and third look at that copy you were so pleased with at 5 o'clock?'"

(Continued on Page 132)

NAB Board to Okay Collins at Nov. 10 Sessions

Station Men May Glimpse President-Designate at Regional Conferences

WASHINGTON, Oct. 6—Directors of the National Assn. of Broadcasters are to meet here Monday to approve Gov. LeRoy Collins of Florida as their new president.

While NAB is continuing to maintain the official silence which has surrounded the selection of a chief executive, the preliminary formalities were ironed out this week.

NAB has been operating under the direction of a three-man "policy committee" since the sudden death of Harold E. Fellows in March. Since Gov. Collins plans to complete his term, which expires

(Continued on Page 140)

Y&R, Maxon Gain in Juggling of Agency Assignments at GE

BRIDGEPORT, Oct. 5—General Electric Co.'s housewares and commercial equipment division will end its 31-year-old relationship with N. W. Ayer & Son by moving its clock and timer department to Young & Rubicam. The account, which had been at Ayer since 1929, is the only GE business at the agency.

The account shift is one of several moves to "consolidate" advertising for the division's four departments, according to M. M. Masterpool, divisional manager of advertising and publicity. The changes are effective Jan. 1. After all the changes are made, (1) Ayer will have lost one department; (2) Young & Rubicam will have lost one, gained one and retained two; (3) Maxon Inc.—a new agency for the division—will have gained one.

■ After assigning the clock and timer department to Y&R, GE will switch the vacuum cleaner department out of Y&R to Maxon. In addition, it is naming Maxon agency for all television properties. There was no previous tv agency of record.

Y&R will continue to handle the division's other two departments—portable appliances and automatic blanket and fan.

Both Y&R and Maxon handle departments in other GE divisions. Y&R is the agency for GE's major appliances and tv receivers; Maxon handles receiving tubes and radio receivers. #

Papert Acquires Ronrico, Ronson Unit, Evan-Picone

NEW YORK, Oct. 5—Papert, Koenig, Lois signed up three accounts in three different fields this week. In package goods, it won the electrical products of Ronson Corp. In liquor, it gained Ronrico Rums. In fashion, it garnered Evan-Picone.

Ronrico rums, from Puerto Rico, is a newly acquired brand for General Wine & Spirits Co., a division of the House of Seagram. Seagram acquired it Sept. 1 from McKesson & Robbins, where it was handled by Kenyon & Eckhardt. This is the second piece of Seagram business for Papert, Koenig, which has been handling Coldene cold medicines since March for Seagram's Pharma-Craft Co.

The Ronson business involves all its electric appliances, including men's and ladies' shavers, the Roto-Shine shoe shine kit and its Beauty Trio hair dryer. This part of the Ronson account was at Grey Advertising until last April, when Ronson and Grey ended their relationship "by mutual consent." Norman, Craig & Kummel, which handles Ronson's lighters and accessories, has been serving as interim agency for the electrical products since then.

Evan-Picone, sportswear manufacturer, comes to Papert from Irwin Serwer Advertising. #

FREE SOUP LINE—*Thomas J. Lipton runs this introductory four-color ad next month in Life, Look and newspaper supplements to launch two new soups that were announced at the newspaper food editors conference in New York last week (See story on Page 10).*

What Volume of Ads Is Adequate? Cook Asks ARF

General Foods Exec Says It's No. 1 Question for Marketing Research

(For other news and pictures of the ARF meeting see Pages 2 and 132)

NEW YORK, Oct. 5—"How much advertising is enough?"

C. W. Cook, exec vp, General Foods Corp., today put this question to the annual conference of the Advertising Research Foundation, calling it "perhaps the outstanding challenge facing advertising and marketing research."

Mr. Cook warned that adver-

(Continued on Page 131)

FTC Asks 50% Budget Boost for Ad Policing

Request Before Budget Bureau Seeks Increase of Probers from 350 to 650

WASHINGTON, Oct. 6—The Federal Trade Commission is reportedly pressing the White House for a new and greatly enlarged budget which will substantially change the scale of the commission's operations.

Under the plan, which is before the Budget Bureau at this time, the commission would get a 50% increase in funds, and a 70% increase in manpower. The number of investigators—the backbone of the commission's operations—would be increased from 350 to 650.

The budget proposals reflect the belief of the commissioners that FTC is one of the government's most understaffed agencies. In defense of the new budget proposals, FTC sources argue: "The whole FTC right now consists of fewer people than a single one of the big advertising agencies we are supposed to police."

Back of the request for a big increase is a belief that FTC currently has little more than a skeleton operation, largely incapable of measuring up to its responsibilities in the policing of advertising and monopolistic business practices.

■ "With our present staff," one FTC source puts it, "about the best we can do is go around putting

(Continued on Page 140)

Armstrong Shop Becomes D'Arcy's San Diego Office

Vinson Heads Unit, to Handle Convair, Breast O' Chicken

SAN DIEGO, Oct. 7—D'Arcy Advertising Co. today confirmed reports that, effective Oct. 1, it acquired Armstrong, Fenton & Vinson, San Diego agency (AA, Sept. 5, 26). The acquisition makes D'Arcy the first large national agency to have an office in San Diego.

Gladstone Vinson, president of Armstrong, Fenton & Vinson, will head D'Arcy's new office as vp and manager. D'Arcy has also named Frederic Ray Keith, formerly a vp and manager of Lennen & Newell, Beverly Hills, a vp.

Mr. Keith will supervise the Convair division (General Dynamics Corp.) account which recently moved to D'Arcy from L&N. Also based in San Diego will be the service group for the newly acquired Breast O' Chicken and Purr catfood accounts. The San Diego office is D'Arcy's 11th in the U.S. #

Last Minute News Flashes

Renault Loses Kent; May Shift Radio, TV Billing

NEW YORK, Oct. 7—Renault Inc. has announced that Maurice Bosquet, president and general manager, has taken over direction of sales and advertising in the U.S. Jack Kent, general sales manager handling both sales and advertising, has left the company, following what he termed an "amicable disagreement." Renault also is reportedly reevaluating its broadcast commitment and plans an announcement shortly on its relationship with Kudner Agency, which took over the $3,000,000 radio-tv portion of the $5,000,000 account last year from Needham, Louis & Brorby.

Four Rootes Autos Switching from EWRR

NEW YORK, Oct. 7—A $1,000,000 Rootes Motors account (Hillman, Humber, Singer and Sunbeam automobiles) is expected to be awarded next week to one of three agencies—Adams & Keyes, deGarmo Inc. or Ellington & Co.—with observers giving Adams & Keyes (the former Fiat agency) the edge because of its West Coast office. Papert, Koenig, Lois, which has Renault dealer account, withdrew from the competition today. Erwin Wasey, Ruthrauff & Ryan is the present agency.

International Harvester to Market New Vehicle

CHICAGO, Oct. —International Harvester Co. will soon introduce a new automotive vehicle, believed to be similar to a Jeep. An agency has not yet been named, but Young & Rubicam, which handles International's truck account, reportedly will get the account. The vehicle reportedly will not be advertised until the spring of 1962.

(Additional News Flashes on Page 131)

D'Arcy Resigns; Olin Mathieson Names Doyle Dane

Remaining Portion of Account Billed $1,000,000; One Division Unassigned

NEW YORK, Oct. 5—D'Arcy Advertising Co. has resigned its remaining $1,000,000 share of Olin Mathieson Chemical Corp. business, giving three reasons:

- 1. The account, as now constituted, was unprofitable for the agency.
- 2. The agency declined to compete for the $3,000,000 corporate business which went from D'Arcy to Doyle Dane Bernbach last month.
- 3. It found itself "in complete incompatibility" with an important (and unnamed) "individual" in the Olin advertising department.

■ D'Arcy had the account for 38 years. Its letter of resignation was dated Sept. 1—two weeks before the appointment of Doyle Dane was announced (AA, Sept. 19)—but not delivered until Sept. 27, the agency reported. The resignation is effective Dec. 31.

■ Olin Mathieson immediately named DDB to handle three additional divisions: Winchester-Western, packaging, and energy. Unassigned is the metals division, which last year billed about $200,000. Billings in the energy division have been inconsequential—less than $50,000 last year.

There are ten other agencies in the Olin stable, and a decision on the metals division is not expected until next week at the earliest. #

Does Existentialism Hold Answer? . . .

Media Marketing Services, Mass Surveys Wasteful, Miller Tells ARF

But Langhoff Counters 'McCall's' Exec; Sees Them Becoming More Scientific

NEW YORK, Oct. 5—The Advertising Research Foundation, holding its annual conference here this week, received a host of suggestions for future work projects.

An agency researcher urged ARF to conduct a study measuring how well people like different television programs and how attentive they are to them. A newspaper executive called for development of more meaningful inter-media measurements. An academician suggested that ARF sponsor a study to clarify the goals of advertising.

Perhaps the most challenging demand came from C. W. Cook, exec vp of General Foods Corp., who asked for research that would establish more precisely the relationship between advertising and sales (*for a report on Mr. Cook's address, see story on Page 1*).

The general tenor of the two-day meeting was one of dissatisfaction with existing measurements and a widely felt need for research to strike out in new directions.

A. Edward Miller, publisher of high-flying *McCall's*, set a contentious tone for the meeting with an opening address that found fault with several common practices in the industry.

Mr. Miller, a veteran of 17 years of research experience with *Life*,
(*Continued on Page 56*)

Merchandising Aid From 96%, ANA Finds

NEW YORK, Oct. 6—Varied merchandising services are offered advertisers by 96 out of every 100 business publications, the Assn. of National Advertisers learned in a survey.

The ANA business paper survey questionnaire was answered by 204 publications. Altogether 196 (96%) replied that they provide, either free or at a price, merchandising services to their advertisers.

Most publications, however, do not have special arrangements of this kind for new advertisers, 78% falling into this category.

■ To the question, "If you provide certain merchandising services without cost, do you have any limitations on your total cost in relation to the amount of space bought by an advertiser?" 41% answered that they do; 40% said that they do not; 19% did not answer.

Of those that have limitations, 48 periodicals declined to say what the restrictions are.

Of the publications offering merchandising services, 84% provide copies in which the company's ad appears; 81% provide reprints of ads; 67% provide preprints; 68% provide mailing copies to salesmen and dealers; 64% provide merchandising folders (prints of ads and issue covers); 62% provide subscribers' lists for advertisers' mailings; and 59% provide for the processing of transmittal letters for reprints. #

Manning Succeeds Cavanagh

Paul B. Cavanagh, art director and vp of Reach, McClinton & Humphrey, Boston, for 23 years, has relinquished his fulltime status to become a consultant to the agency and other companies. Warren Manning has joined the agency to succeed him as art director.

Nathan Sells His Half of North to Nathanson

CHICAGO, Oct. 5—Cyrus H. Nathan, exec vp of North Advertising, has sold his half interest in the agency to Don Paul Nathanson, president.

Mr. Nathan says he will remain in advertising and will announce his plans at a future date.

Mr. Nathanson says he expects to continue North operations without any change. No one has been

Don Nathanson Cyrus Nathan

named to succeed Mr. Nathan yet.

Other principal stockholders of North are Burt Goldsmith, board chairman, and Bruce Dodge, vp in charge of the New York office.

■ The agency was founded in 1955 by Mr. Nathanson and Mr. Nathan. Mr. Nathanson had been vp of Edward H. Weiss & Co. and prior to that director of advertising of Toni Co., now a North client. The agency started with billings of $8,000,000, and reportedly has doubled its volume since then.

Mr. Nathan had been vp of Biow Co. and creative director on the Philip Morris account.

North Advertising also has an office in Beverly Hills.

Two years ago the agency merged with Silverstein-Goldsmith, New York.

In addition to Toni, other North clients are Gillette Laboratories; Webcor; Englander Co.; Lanvin Parfums; Botany "500"; American Brewing Co.; and Pilsener Brewing Co. #

MINVITINE—*Wander Co. is promoting Minvitine, its new weight-control powdered product, with large space newspaper ads like this one in Boston, Denver, Houston, Los Angeles and Jacksonville, Fla.*

Wander Co. Buys Poppy Cock, Sets Minvitine Drive

Advertiser Also Tests Ovaltine Weight Control Ads in Three Markets

VILLA PARK, ILL., Oct. 5—Wander Co. experienced three new developments this week in three different product areas:

• **1.** Wander purchased participations on "Person to Person" (CBS-TV) and "Today" (NBC-TV) for Minvitine, its new powdered weight-control product. This will be the first national advertising for the new product, which was introduced about six weeks ago (AA, Aug. 22).

• **2.** Wander bought Poppy Cock candy bar from Veri-Best Candy Co., Detroit. Otto Molidor, formerly general sales manager of Williamson Candy Co., was hired by Wander as sales manager of its candy division.

• **3.** Wander is conducting a new test ad campaign for Ovaltine in Spokane, Minneapolis and Fresno. Large space newspaper ads feature a new theme, Ovaltine's "total nutrition" weight control plan.

Clinton E. Frank Inc., Chicago, agency for Minvitine, said it is in the process of making several other network tv buys, but arrangements have not been completed. Advertising on "Person to Person" and "Today" will start at the end of this month.

■ Minvitine now has national distribution, and, according to the Frank agency, is the only powdered weight-control product which is available nationally in food stores. Local advertising for Minvitine has been conducted for the last month in newspapers and radio in Boston, Denver, Houston, Los Angeles and Jacksonville, Fla.

Poppy Cock, a nut and butter crunch candy, will be made here at the Ovaltine food products division plant. It has not yet been assigned to an agency. Tatham-Laird, Chicago, handles Wander's only other candy product, Swissbar, which was introduced about a year ago. Swissbar at one time was called Ovaltine Sportsbar, but the latter name was dropped. #

Simon Tells Adclub of Push for 'Right to Advertise' Laws

HUNTINGTON, W. VA., Oct. 4—The battle for "right to advertise" legislation will be taken to Congress at its next session. Announcement of plans for a national fight for this legislation was made at the Huntington Advertising Club's annual legislative banquet last week by Morton J. Simon, principal speaker.

■ Mr. Simon is the associate general counsel of the Advertising Federation of America.

"Right to advertise legislation would guarantee that no state agency, bureau, board or commission can limit, restrain or prohibit any advertising provided only that the industry, business or product is itself legal in that state and that the advertising be truthful," Mr. Simon said.

Ohio and Louisiana have enacted such legislation and AFA is backing efforts to have such legislation enacted in every state.

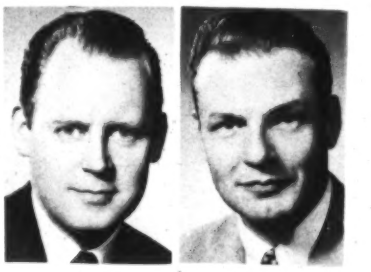
■ "Such legislation is necessary," Mr. Simon pointed out, "because advertising is needed, not as an industry in itself, but to protect the entire American economy.

"Loss of confidence in advertising is not as widespread as people think," Mr. Simon said. #

Plymouth Names Guenther Ad Head to Succeed Minor

(*For story on Mr. Minor's resignation, see Page 139*)

DETROIT, Oct. 5—John C. Guenther, a Chrysler Corp. executive for eight years, has been named director of advertising and sales promotion of the Plymouth-De Soto-Valiant division, filling the position vacated by the forced res-



Jack Minor John Guenther

ignation of Jack W. Minor several days earlier.

Harry E. Chesebrough, general manager of Plymouth-De Soto-Valiant, made the appointment. Mr. Guenther had served as executive assistant to the general manager from April, 1958, until he joined the staff of B.W. Bogan, Chrysler Corp. vp, last year. He came from that post to his new job.

Mr. Guenther is a native of Columbus, O., and attended Ohio State University. Later, he received a scholarship at Ebert-Karls University in Tuebingen, Germany. While in Germany he joined the U.S. foreign service and was assigned to the American consulate in Stuttgart. He served in combat infantry in the South Pacific in World War II, rising from the rank of private to lieutenant colonel. He was decorated with the silver star, two bronze stars and the purple heart.

Before joining Chrysler, Mr. Guenther was a reporter and editorial writer for the *Columbus Dispatch*, where he wrote a weekly automobile column. He began his career with Chrysler in January, 1952, on the public relations staff. In 1953 he was named to the technical information section of the engineering division, where he became director the following year.

In December, 1955, Mr. Guenther was made chief of the section on product planning, the programming for engineering. In 1957 he was appointed executive assistant to the corporation's director of product and volume planning. #

Alsynite Account Shifts to MacManus

SAN DIEGO, Oct. 4—Alsynite Co. of America, manufacturer of translucent glass fiber panels, has transferred its advertising account from Phillips-Ramsey Co. here to MacManus, John & Adams, Los Angeles, effective immediately.

Alsynite, which markets its products primarily on the West Coast, was purchased earlier this year by Reichhold Chemicals Inc., New York, a client of the MacManus agency. The acquisition marks Reichhold's first entrance into the consumer field.

The parent company has established a $1,000,000 advertising budget for Alsynite. Advertising will break in November in magazines, business publications, newspapers and supplements. Reichhold reportedly plans to achieve national distribution for Alsynite's products.

While it was a client of Phillips-Ramsey, Alsynite reportedly billed about $200,000. #

Highlights of This Week's Issue

Crush International introduces two new juice products, Grapefruit Crush and Strawberry Crush ..... **Page 4**

Guerin, Johnstone, Jeffries and Gage, Booth & West merge to form Guerin, Johnstone, Gage Inc. ..... **Page 20**

American News Co. charges that the Federal Trade Commission should investigate magazine publishers for "outrageous and flagrant" price fixing ..... **Page 26**

John Orr Young, co-founder of Young & Rubicam, says "advertising would have more inspiration to inform if our political leaders were to set a more wholesome example in the matter of truthful statements" ..... **Page 28**

Bissel Inc. discontinues all sales to catalog houses in line with its policy of backing up its retail dealers at the local level ..... **Page 36**

National Distillers Corp. launches magazine campaign for Old Sunny Brook ..... **Page 37**

Lavenson Bureau of Advertising seeks new business via a series of mailing pieces that poke fun at marketing statistics ..... **Page 38**

CBS Radio affiliates adopt plan which ends all daytime serials and most other entertainment shows, increases news services to 10 minutes on the hour and reduces the number of network programming hours the stations must carry from 30 to 24½ per week ..... **Page 48**

William H. Preis, president of Stop & Save Trading Stamp Corp. and vp of Grand Union Co., says the trading stamp business will probably hit the $700,000,000 in 1960, an increase of more than 15% over 1959 sales ..... **Page 66**

John J. O'Rourke, president of John O'Rourke Advertising, says area development programs have become one of the fastest growing segments of the advertising business ..... **Page 72**

Federal Trade Commission calls in technical assistance to help counter Pepsodent's claim that the white pot opal glass used in its tv demonstrations is just like real teeth ..... **Page 76**

Securities & Exchange Commission blocks plans for a new issue of Skiatron stock in a decision which finds that Skiatron's prospectus failed to disclose that it lacks the resources necessary to establish a wired pay tv service ..... **Page 82**

Latham Foods, British subsidiary of General Mills, launches a major campaign to introduce Betty Crocker baking mixes to Britain ..... **Page 90**

Federal Reserve Board releases first results from its new quarterly survey of consumer buying intentions ..... **Page 92**

J. Gilbert Baird, sales promotion manager of the Westinghouse consumer products group, says Westinghouse backs up the presidential year with strong merchandising ..... **Page 96**

Batten, Barton, Durstine & Osborn brainstorming sessions produces 116 ideas to aid jewelry retailers ..... **Page 105**

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Allport Frost Gerbic Allen Gamble

AGENCY AND ADMEN—*Some of the Assn. of National Advertisers and the American Assn. of Advertising Agencies men who were in at the birth of the committee for improvement of advertising content were Peter W. Allport, exec vp, ANA; Donald S. Frost, vp, Bristol-Myers Co. and ANA chairman; Edward G. Gerbic, vp, Heublein Inc., co-chairman of the new committee; Robert E. Allen, president, Fuller & Smith & Ross, co-chairman; and Frederic R. Gamble, president, Four A's.*

Expulsion Is Penalty in New ANA-4A's Setup

Advertiser Participation Is Seen Strengthening Copy Self-Policing Plan

NEW YORK, Oct. 4—Details of the new arrangement in which the Assn. of National Advertisers is joining forces with the American Assn. of Advertising Agencies in an effort to combat misleading and distasteful advertising (AA, Oct. 3) were spelled out at a press conference here yesterday.

The two associations, representing nearly all of the nation's leading advertisers and agencies, have established a joint committee to function as a watchdog for the industry (*see editorial comment on Page* 16).

Composed of 10 representatives of each association, the ANA-Four A's committee for improvement of advertising content will process all complaints about "objectionable" advertising. Agencies and advertisers found guilty by the committee will be so notified. If they refuse to alter the copy, and if they are members of either association, they may face expulsion.

This committee is an extension of the copy interchange program maintained by the Four A's for the past 14 years. Under this program, a committee of the Four A's processed criticisms made by member agencies.

■ With ANA becoming a co-sponsor, the program is expected to have more force. At a press conference held yesterday to announce formation of the joint committee, Donald S. Frost, vp of Bristol-Myers Co. and chairman of ANA, explained that the active participation of the advertiser group is designed to make the interchange program a "more effective tool."

The joint committee will be headed by two co-chairmen, E. G. Gerbic, vp of Heublein Inc., and Robert E. Allen, president of Fuller & Smith & Ross. Mr. Allen has headed up the Four A's committee.

It was emphasized that the committee's work will not conflict with that of government regulatory bodies or better business bureaus, since it will not deal with

(*Continued on Page 84*)

Collaboration Move Erases ANA Panel Plan

NEW YORK, Oct. 4—The Assn. of National Advertisers has dropped its plans for a panel of senior citizens of advertising to serve as an advisory board on matters of taste, propriety and credibility.

ANA said this week that the plans were scrapped in favor of joint action with the American Assn. of Advertising Agencies in the committee on improvement of advertising content.

The senior citizen panel was proposed by ANA earlier this year in a counter-move to mounting criticism of advertising. ANA said it was decided that the ANA-Four A's committee would be a more effective way to meet the problem.

Norman D. Waters Becomes Division of Friend-Reiss Shop

NEW YORK, Oct. 7—Norman D. Waters & Associates has consolidated with Friend-Reiss Advertising to form a combined agency billing "about $5,000,000."

Effective Nov. 1, the Waters agency will operate as a division of Friend-Reiss under the name, Norman D. Waters Associates. Mr. Waters will be president of the division and senior vp and board member of the parent agency.

The Waters agency—in business since 1927—is a general consumer agency specializing in soft goods accounts. Mr. Waters said that no conflict is expected between the 25 accounts handled by his agency and those in the Friend-Reiss stable.

Friend-Reiss lists about 20 accounts—mostly in the hard goods field—including Emerson Radio-Phonograph Corp., Amphicar Corp. of America and Akoda automobiles. #

Lewis & Gilman Promotes 2

Lewis & Gilman, Philadelphia, has promoted Frank J. Callahan from copy director to vp in charge of plans and has named Harold A. Langerman, a member of the copy department, to succeed him. Mr. Callahan, who has been copy director for the past two years, was named a vp and a member of the board of directors in 1959.

'Parade' Boosts Seaver, Three Others on Ad Staff

Parade, New York, has appointed Howard Seaver New York manager, succeeding L. R. Peloquin, recently appointed vp and ad sales manager (AA, Oct. 3). At the same time Roger Madden becomes assistant New York manager; James M. McAllister, Chicago manager; and G. L. Hackley, Minneapolis manager in charge of a new sales office. Mr. McAllister, formerly on the Chicago staff, succeeds Warren Reynolds, recently named assistant publisher of *Parade*.

Messrs. Seaver, Madden and Hackley were formerly salesmen with the Sunday magazine.

MacDermid Names Holland

MacDermid Inc., Waterbury, Conn., maker of metal cleaning, plating and finishing chemicals, has switched its ad account from Graceman Advertising, Hartford, to Holland Creative Advertising, Hartford.

20 Top Brewers Spend $64,801,935 . . .

Brewers' '59 Ad Cost Drops to $1.08 per Barrel

Sales, Ad Spending Rise; Ad Cost Declines to $1.08 from '58's $1.12

By Helen Conlin

CHICAGO, Oct. 6—Twenty top U.S. brewers sold more beer and ale and spent more money for advertising in 1959 than did the top 22 brewers in 1958, ADVERTISING AGE's annual beer ad cost study reveals.

Brewers who sold 1,000,000 bbls. or more of beer and ale spent $64,801,935 in 1959 to sell 59,904,000 bbls., compared with an ad investment of $63,835,660 and sales of 56,695,000 bbls. in 1958.

■ While sales and ad spending rose, the average per bbl. cost dropped to $1.08 in 1959 from $1.12 in 1958, and the average per case cost dipped to 7.7¢ from 8¢. (The 1958 figures have been revised since the last AA study was published.)

Smallest per bbl. and per case advertising costs were chalked up for the third consecutive year by Adolph Coors Brewing Co., Golden, Colo. Coors sold 1,649,000 bbls. of beer in 1959 but invested less money—$142,095—in measured media advertising. Its ad cost was less—8¢ per bbl. and 0.5¢ per case.

Coors is unique in the brewing industry, because, unlike other brewers, it spends little for measured media advertising—$98,310 for spot tv and $43,785 in newspapers last year. Although Coors does not release total ad figures, in its 11 state western marketing area (it reportedly leads in sales in about 10 states), this Colorado brewer spends substantial amounts for point of purchase materials and permanent outdoor painted boards.

■ Through its distributor-advertising program Coors pays for all the point of purchase material, such as bar displays, illuminated signs, etc., and distributors pay for local advertising, such as newspaper ads. Spot tv, radio and outdoor advertising are paid for on a 50-50 basis by Coors and the distributors.

■ Industry sources estimate that if all Coors' measured and unmeasured costs, including public relations, were considered, Coors' per-barrel ad cost would range between 30¢ and 60¢. Even on this more inclusive basis, Coors' barrel ad cost is still comparatively very low. (Drewry's Ltd., which sold 1,629,000 bbls. in 1959, with an ad investment of $904,749 in measured media alone, had a per bbl. cost of 55¢, second lowest in the study.)

Biggest per bbl. and per case ad cost was registered by Jacob Ruppert, New York, which sold 1,430,000 bbls. of beer and spent $2,650,806 for advertising. Per bbl. cost was $1.85 and per case cost ran 13.2¢, compared with 1958 per bbl. cost of $1.14 and per case cost of 8.1¢.

■ The brewers generally made more sales increases than ad increases as 17 companies boosted sales and only three showed losses. Nine increased ad spending, as 11 decreased theirs. Seven registered sales and ad increases; 10 whose sales were up decreased their ad spending; two whose sales were down, increased advertising, and only one showed both sales and ad decreases. Interestingly enough, the three biggest ad spenders in 1959 were also the three biggest sellers, just as in 1958.

Anheuser-Busch, St. Louis, the top seller and biggest advertiser, registered sales of 8,065,000 bbls., a 15.5% increase over 1958 sales of 6,982,000 bbls. It hiked its ad

(*Continued on Page 106*)

Mattel Built Toy Market Share via Year-'Round TV, Still Hikes Spending

Its '60 TV Expenditure Is Expected to Exceed '59's $853,600 Figure

LOS ANGELES, Oct. 4—If, in the weeks before Christmas, you think you are seeing more tv commercials for toys than ever before, chances are you'll be right.

Last year's tv expenditures by toy advertisers totaled $6,206,746, which was a whopping 77% increase over 1958. Indications are the 1959 figure will be topped this year.

■ Around Mattel Inc., the biggest tv advertiser in the toy industry, the feeling is that the industry has taken its cue from Mattel's growth and is playing follow the leader. There is some reason for this viewpoint. Back in 1954, Mattel was well hidden in the ranks of toy manufacturers, with a volume of approximately $4,000,000. Then, in 1955, the company signed for weekly participations in "Mickey Mouse Club" (ABC-TV) 52 weeks of the year. This represented an expenditure of more than $500,000. It also was the first time any toy manufacturer had advertised consistently outside of the traditional period before Christmas.

■ Sales results were spectacular, and Mattel continued its "Mickey Mouse" participation through the 1958-'59 cycle. In 1956, sales were $8,000,000. By 1959, sales reached $18,229,000, and Mattel found it was No. 3 in the industry, behind Louis Marx and Ideal Toys.

These sales increases from concentration in tv had not escaped the attention of other toy manufacturers. Their entry into tv is revealed by these TvB statistics: In 1958, 64 toy manufacturers spent $3,500,000 in tv ($2,819,000 for spot, $681,000 for network); in 1959, 121 toy manufacturers spent $6,500,000 (slightly more than $5,000,000 in spot, and not quite $1,500,000 in network). Probably not included in these figures is a substantial amount of advertising bought through brokering jobbers, and thus not properly credited to manufacturers.

As the top tv advertiser, Mattel accounted for $853,600 of the 1959 total. This compares with the total toy tv advertising in 1956—$1,838,000, when Mattel was spending slightly more than $500,000 for

(*Continued on Page 78*)

Manhattan Shirt Plans $1,000,000 Spring Ad Push

NEW YORK, Oct. 4—Hard on the heels of announcing record sales in its first fiscal quarter ending Oct. 1, Manhattan Shirt Co. today unbuttoned a "seven-figure" ad campaign for spring, 1961.

The company is in effect plowing back into advertising the reported "little over $1,000,000" by which sales for the October quarter were ahead of the same period last year. Sales of $8,521,577 were reported for that quarter in 1959.

A professed leader in men's fashion, Manhattan will use color to tell the story of color, ADVERTISING AGE was told. Running from February through May, four-color ads will appear at least once a week in the *New Yorker*, *New York Times Magazine*, *Sports Illustrated* and *Time*, and once a month in *Esquire* and *Holiday*.

Manhattan claims to have established a strong fashion image, and to have been keenly aware of the changing character of men's furnishings.

■ "Shirts, handkerchiefs and so on are all changing. Manhattan is a leader in the field—the ads are reflecting this, and so are the sales," the company said.

The spring campaign will again emphasize color, but the emphasis will be on the soft tones, compared with the darker tones being pushed this fall.

The magazine campaign will be backed by intensive advertising in the business publications, and retailers will receive window and in-store display material.

Daniel & Charles is the agency. #

Crush (Orange) Spreads Out with 3 New Flavors

EVANSTON, ILL., Oct. 5—Things have changed drastically this year for the old Orange-Crush Co., marketer for the last 44 years of Orange Crush, a longtime soft drink favorite of many Americans.

Earlier this year, the company changed its name to Crush International (AA, March 14). The next month it hired Walter Sala as marketing director, a new position. He formerly was manager of the Hopkins, Patwell & Associates division of National Bakers Service.

Then the company moved its advertising account to Edward H. Weiss & Co. from H. W. Kastor & Sons, Chicago, which had handled the business since 1952 (AA, Aug. 1). Crush International then brought out Grape Crush (AA, Aug. 29) in the U.S., its first new carbonated fruit juice product in 44 years under the Crush trademark, although it has marketed a flavor line of Old Colony beverages for many years.

Mr. Sala today disclosed that the company is in the process of introducing two other new juice products in the U.S.—Grapefruit Crush and Strawberry Crush.

■ Grape Crush currently is being sold in about 32 markets and national distribution is expected by Jan. 1. It is being promoted with page and 1,000-line color newspaper ads in all of the markets, radio spots in about 16 markets and tv spots in seven or eight cities.

As part of the Grape Crush promotion, consumers may purchase a six-pack of the new drink for half price when they buy a six-pack of Orange Crush. Retail prices for the Grape Crush six-pack range from 29¢ to 49¢, depending on the market.

Grapefruit Crush currently is being sold in about 10 markets, with national distribution planned by Jan. 1. Advertising breaks next week in newspapers, tv spots and participations on local radio and tv shows.

Advertising for Grapefruit Crush will concentrate on selling the product as a mixer for alcoholic drinks, whereas ads for the other Crush products will feature the products as individual drinks.

■ Strawberry Crush currently has distribution in about 10 markets, different ones from those where Grapefruit Crush is being sold. Advertising for Strawberry Crush begins at the end of October with newspapers, tv spots and radio spots as the media. Mr. Sala told ADVERTISING AGE that Strawberry Crush will not be promoted as heavily as the other Crush products because it's sold primarily in vending machines.

THE CRUSH FAMILY—*Crush International is promoting two of its new products—Grape Crush and Grapefruit Crush—with newspaper ads like these in about 42 markets.*

Mr. Sala pointed out that only one of the three new products will be introduced at one time in any market, to avoid confusing the public. He added that a second of the new drinks will not be marketed in the same market for 45 to 90 days following the first product.

Crush International has developed new cartons for the four Crush drinks and has adopted one standard bottle which will be used for the four products. The old, standard Orange Crush bottle has been scrapped, he said, and the new bottles carry only the Crush name, without the flavor. Only the bottle caps carry the name of the flavor.

"By standardizing the bottle, we can save our bottlers money by eliminating the stocking of four different bottles," Mr. Sala said. "Now we can use the standard bottle for all of our Crush products."

■ Crush International will invest between $1,500,000 and $1,750,000 in 1961 for advertising, of which about $250,000 is for national advertising, Mr. Sala said. "Our company and its bottlers will spend between $1,250,000 and $1,500,000 next year for regional co-op ads," he said.

Mr. Sala pointed out that Crush International pays the Weiss agency a 15% commission on all co-op buys made with company funds. Crush International has some 300 bottlers throughout the U.S., and the company generally matches its bottlers' ad expenditures.

All of the company's national advertising next year will feature only Orange Crush, Mr. Sala said. "We won't have enough distribution for the other three products to warrant any national advertising, so they will be promoted only on the local level," he said.

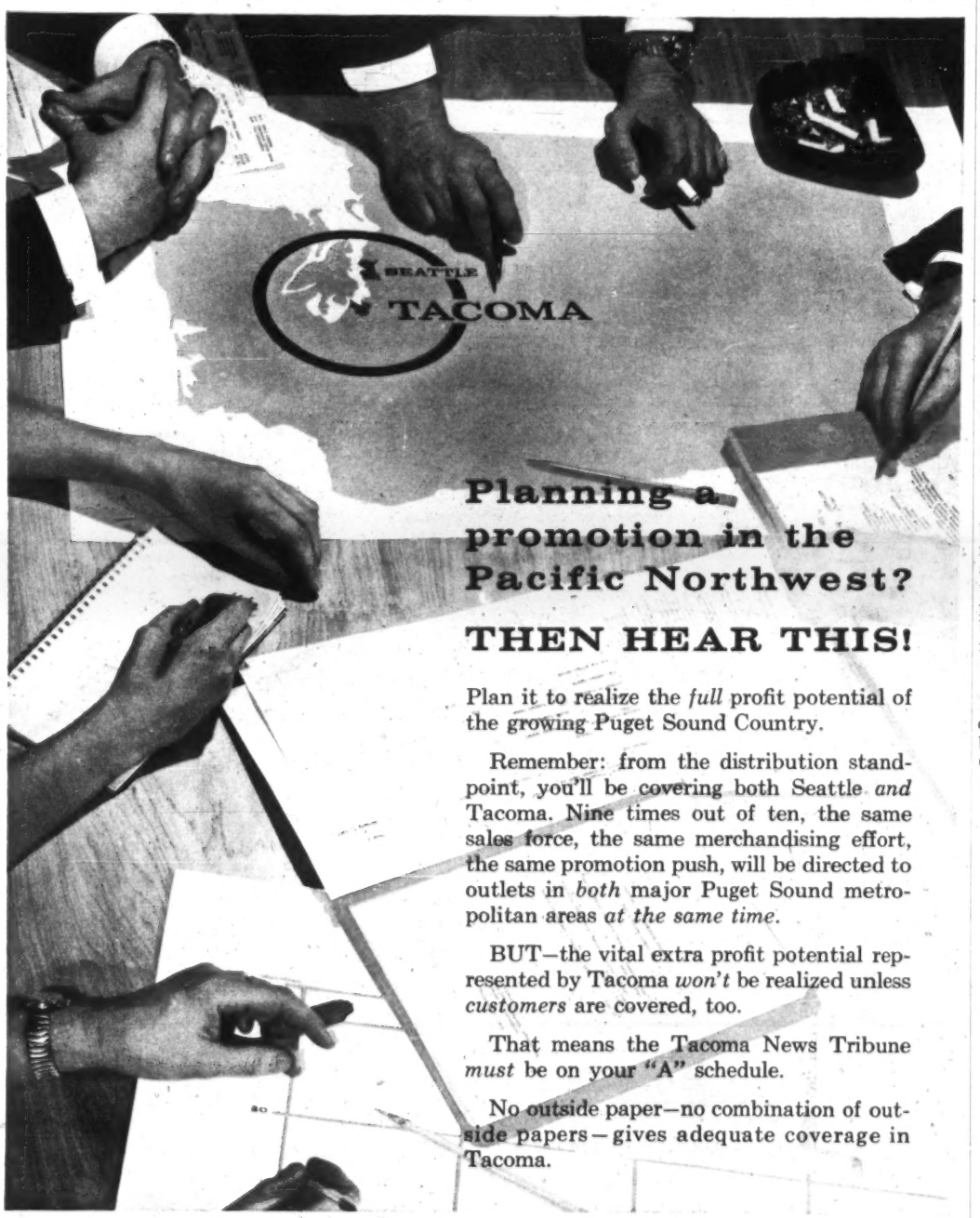
Although Grape Crush has been marketed for only four or five weeks, Mr. Sala said, sales have been excellent and the product has been received enthusiastically by Crush bottlers. He added that some 400 varieties of grape juices were tested before the company settled on the present mixture. #

Zakin Names Buckbinder

Zakin Co., New York, has named Robert S. Buckbinder, formerly exec vp of Frederick Clinton Advertising, senior vp. Zakin has been named to handle advertising and promotion for the four stations of the Herald Tribune Radio network: WGHX, Hudson Valley; WVIP, Northern Westchester; WVOX, Westchester; and WFYI, Long Island.

'SEP' Offers New Discount

The Saturday Evening Post, effective with the Feb. 11, 1961, issue, will offer a new 3% discount to advertisers using two facing full pages or units of three or more consecutive full pages throughout the *Post's* full circulation.



Planning a promotion in the Pacific Northwest?

THEN HEAR THIS!

Plan it to realize the *full* profit potential of the growing Puget Sound Country.

Remember: from the distribution standpoint, you'll be covering both Seattle *and* Tacoma. Nine times out of ten, the same sales force, the same merchandising effort, the same promotion push, will be directed to outlets in *both* major Puget Sound metropolitan areas *at the same time.*

BUT—the vital extra profit potential represented by Tacoma *won't* be realized unless *customers* are covered, too.

That means the Tacoma News Tribune *must* be on your "A" schedule.

No outside paper—no combination of outside papers—gives adequate coverage in Tacoma.

So, always, every time—

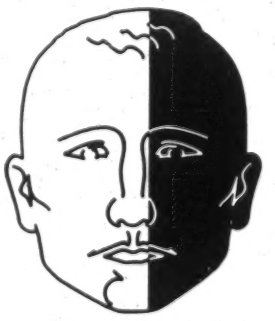
THINK TWICE ABOUT TACOMA

First, as a market that demands complete *local* coverage.

Second, as a market covered *only* by the Tacoma News Tribune . . . now delivering more than 85,000 daily.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-Pres.
EGMONT SONDERLING, President
Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL. KDIA, OAKLAND, CALIF.

Read why America's top food executives say: "THIS WEEK Magazine moves goods fastest!"

Gerald A. Awes, President, Lucky Stores
"moves tremendous quantities of merchandise"

A. J. Bayless, President, A. J. Bayless Markets
"a super magazine for super marketing"

Alf L. Bergerud, President, Red Owl Stores
"most effective for high store traffic"

Tom Borman, President,
Borman Food Stores of Michigan
"ideal medium between manufacturer and supermarkets"

T. J. Conway, President, The Fisher Bros. Co.
"unparalleled sales power"

Theodore E. Cummings, President,
Food Giant Markets
"THIS WEEK readers respond"

A. D. Davis, President, Winn-Dixie Stores
"really moves the goods"

Claude W. Edwards, President,
Alpha Beta Food Markets
"a strong selling agent"

F. S. Fishburn, Exec. Vice-Pres.,
Assoc. Grocers of Colorado
"a powerful selling force"

Ned Fleming, President, The Fleming Co.
"sells the consumer... sells the retailers"

Edwin J. Fox, President, Fox Markets
"moves goods in volume and profitably"

J. Earl Garrett, President, Mayfair Markets
"wonderful selling media"

T. G. Harrison, Chairman, Super Valu Stores
"national prestige... local impact"

George W. Jenkins, President,
Publix Supermarkets, Inc.
"an outstanding force to move products"

R. M. Laverty, President, Thriftimart
"heavy coverage among regular customers"

H. V. McNamara, President, National Tea Co.
"excellent consumer acceptance"

N. D. Ramsey, President, Market Basket
"gives impetus to turnover"

Mike Robinowitz, President,
Cooperative Food Dist. of America
"When a food advertiser uses THIS WEEK, things start to happen"

Arthur Rosenberg, Vice-President, Food Fair Stores
"paves the way for quick turnover"

L. B. Smith, Jr., President, Thorofare Markets
"pre-sells a good product"

Louis H. Taxin, President, Daitch-Shopwell
"a national advertiser can select no better medium"

T. A. Von Der Ahe, President, Von's Grocery Co.
"continuing influence week after week"

Richard Waxenberg, President, Eagle Food Centers
"THIS WEEK products are prominently displayed on our shelves"

H. Winer, Chairman of the Board,
Elm Farm Foods Co.
"moves products out on Monday"

The most powerful selling force in print!

This Week
MAGAZINE

CIRCULATION MORE THAN **13,000,000**

Florists Telegraph Test Is Outdoor Testimonial

Leads Other Media, KM&J Finds, but Warns Against Generalizing

NEW YORK, Oct. 6—Outdoor proved to be the most effective advertising medium for the Florists Telegraph Delivery Assn. in a six-month test made by its agency, Keyes, Madden & Jones (AA, April 18).

Jaye Niefeld, agency research director, reported the findings to the Media Research Council.

■ In the test, four groups of three cities were selected and FTD advertising in one medium only—radio, outdoor, tv, or newspapers—was used in each group during the six months of the test.

Using a base of 100 to represent the national rate of increase for FTD sales, the cities covered only by outdoor hit scores of 179 for number of orders and 131 for value of orders.

In cities where radio alone was used, the index was 102 for number of orders and 101 for value.

Tv and newspaper cities fell far short of the national average. Tv cities rated 42 for number of orders and 46 for value; newspaper cities had an index of 37 for number of orders and 63 for value.

■ Part of the difference in performance of the various media "can undoubtedly be explained in the creative campaign itself," Mr. Niefeld said.

"Television, with its literalness and the completeness of its presentation perhaps spelled out the advertising appeal in too much detail. Newspapers, without the use of color, did not capture the essence of this creative approach.

"Outdoor, on the other hand, provided the essence of the creative appeal and benefited from leaving much to the interpretation and imaginative involvement of the viewer," he said.

"There is also a question of the degree to which one can use a single medium as a valid test of the effectiveness of that medium," Mr. Niefeld continued. "One would suspect that certain combinations of media might show an individual medium to better advantage. We are hoping to be able to test this hypothesis next year when we attempt to assess the relative effectiveness of media mixes."

The test markets, designed to be roughly comparable, were:

Radio—Bakersfield, Cal.; Grand Rapids, Mich.; Charlotte, N. C.

Outdoor—Columbus, Ga.; Tacoma; Des Moines.

Television—Spokane; Madison, Wis.; Wheeling-Steubenville.

Newspapers—Fresno; Wichita; Charleston, W. Va.

■ About $4,600 was spent on advertising in each of the groups of markets. In addition, in three control markets FTD ran the normal national media mix, to help show whether or not the test markets might be expected to be comparable in sales results to the national results (As it turned out, the index for increases in orders in the control markets was 99, and the value index was 95).

Mr. Niefeld cautioned: "These findings, we feel, are applicable only to this advertiser and perhaps only in terms of this advertising campaign." #

FOUR-PAGE GATEFOLD—*U.S. Steel pays tribute to the 70,000,000 new cars that "count on steel" in this four-page cover gatefold (inside three pages shown here) in the Oct. 25 Look. The ad features three closeups of steel trim used in 1961 cars. Batten, Barton, Durstine & Osborn is the agency.*

Van Camp Names C&W for Capt. Kitt Cat Food

Van Camp Sea Food Co., Long Beach, Cal., has named Cunningham & Walsh agency for Capt. Kitt tuna for cats, a new product. The selection ended a search begun early in August, and was made from an original group of 22 agencies which were screened on the basis of their replies to a questionnaire. From this group, five agencies were asked to make formal presentations. The five finalists included Cunningham & Walsh; Atherton, Mogge, Privett; Grant Advertising; Grey Advertising, and Honig, Cooper & Harrington.

Capt. Kitt now has reached national distribution. To date, advertising has been in newspapers, with space placed directly in 12 principal markets. Erwin Wasey, Ruthrauff & Ryan is the Van Camp agency for Chicken of the Sea and White Star tuna and other sea food products, but could not handle the pet food because it has the Carnation account, which includes Friskies pet foods.

Merger Forms Rivkin-Tigler

Samuel Rivkin Co. and Harvard N. Tigler Co., Jamaica, N.Y., have merged as Rivkin-Tigler Co., with offices at 4 E. 52nd St., New York. Mr. Tigler is president of the agency, which specializes in the jewelry field.

NEW EQUIPMENT DIGEST

CHECK AND PASS ALONG

NAME | See No.

Use Inquiry Slips—Pages 8 and 104

A Penton Publication

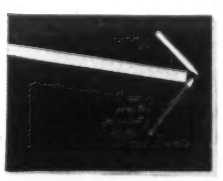
EQUIPMENT • MATERIALS • PROCESSES • DESIGNS • APPLICATIONS • LITERATURE

MORE VERIFIED, NEW PRODUCT NEWS AND PRODUCT ADVERTISING THAN ANY OTHER INDUSTRIAL PUBLICATION*!

*To get the same amount of product information that appears in one issue of N.E.D., your industrial customers and prospects would have to look in 25 or more conventional business publications.

N.E.D.'s healthy selling climate is producing an all-time record volume of proven sales leads for advertisers . . . because N.E.D. is the leading source of product information in 46,000 plants.

USE THIS ADVERTISING YARDSTICK



An up-to-date picture of industry's most important and most active buying group . . . what they read, the kinds of information they look for, how they like it presented. Also contains latest data on N.E.D. market coverage with proof of readership and advertising effectiveness in all industrial markets.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NDP

BPA

Industry's Leading Product News Publication

NOW OVER 86,000 COPIES (Total Distribution) IN OVER 46,000 INDUSTRIAL PLANTS

In the first six months of '60, the Post again went places in travel revenue and pages! Look at these high-flying gains over the first half of '59:

	REVENUE	% CHANGE		PAGES	% CHANGE
POST	$2,229,548	+69.3%	POST	58.71	+54.6%
LIFE	$ 719,679	−29.6%	LIFE	16.16	−40.3%

And there's *more* good news: 16 new travel advertisers took the Post road in the first six months of '60! What's behind these galloping gains? An ad page in the Post gets seen 37% more times by the average reader than the same ad in the other big weekly. (Which means your message gets 37% more chances to sell.) And your Post ad page is seen by people with the highest median income in the general-weekly field. People who've got the money to *go!*

Want more mileage from *your* ad message? Pick up your ticket to first-class advertising – The Saturday Evening Post!

A CURTIS MAGAZINE

The Saturday Evening POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY

This Week in Washington . . .

New Co-op Tax Law Starts Media Battle on Regulations

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 6—Old legislative battles never die. They often won't even fade away.

Take, for example, the long struggle over tax treatment of the appliance industry's cooperative advertising funds. Supposedly settled to everyone's satisfaction, it refuses to stay settled.

In a burst of effort this year, Congress passed special legislation which specified that co-op which appliance makers spend for local newspaper and radio-tv ads is to be excluded in computing the federal excise tax on their products.

While this went a long way toward pleasing the appliance industry, it is generating a fresh burst of rivalry among the media groups.

■ At the moment the maneuvering has shifted to the Internal Revenue Service, where spokesmen for newspapers are pressing for regulations to prevent shopping newspapers and other newspaper-like rivals from sharing the bonanza. By January, the issue may be before Congress again, with a number of unhappy media groups protesting that unfair and unjustified discriminations were committed.

The co-op issue has been a dilemma from the start. For years, the Internal Revenue Service has based its manufacturers' excise tax on the total amount which the appliance maker collected from the next level in the distribution chain. In court and in Congress, appliance makers contended that compulsory co-op assessments from distributors should be excluded from the tax base, since they are eventually rebated to retailers for expenditure for local advertising.

■ While the logic was persuasive, Internal Revenue Service refused to strike its flag. It argued that the co-op exemption would provide a tax incentive for the appliance industry to use local ads instead of national . . . an intra-industry struggle which it preferred to avoid.

But beyond that, the Internal Revenue Service argued, there was no way to be sure the co-op collected from the retailers actually gets spent as intended.

In its new law giving special tax treatment to co-op, Congress decided to provide built-in policing. To provide assurance that the co-op gets spent as intended, it required that the money be spent promptly, and that it be spent in newspapers and radio-tv measured media with reasonably reliable rate cards.

■ After the compromise was drafted and publicized last June, Congress listened in vain for adverse comments. In the absence of opposition, the new co-op law sailed through both houses without debate.

But the compromise contained the material for many additional rounds of contention. Although the media groups were silent while the bill was pending, they are suddenly showing a burst of activity.

Before the ink was dry on the new law, representatives of newspaper publishing groups were offering their services to the Internal Revenue Service experts who are drafting official regulations "implementing" the new law.

■ Publishing groups know that the Internal Revenue Service must issue proposed regulations within the next 90 days. While the newspapers have nothing to fear for themselves, they want to be sure the regulations are "tight" enough so that shopping newspapers and other "giveaways" won't qualify for a share of the tax exempt co-op.

The National Editorial Assn. was first to look after the welfare of the newspapers. Its exec vp, Edgar S. Bayol, urged the Treasury to make sure that the co-op exemption is confined solely to publications which meet the Post Office Department definition of newspapers.

■ Behind Mr. Bayol's proposal was the knowledge that the government has no universally accepted definition of "newspaper." Under the Post Office definition, which he suggested, the co-op exemption would be available for ads only in publications (1) that have a list of paid subscribers; (2) have predominant local circulation; (3) are published at least once a week; (4) have news matter of general interest. For rate purposes, the Post Office rules also specify that "newspapers" may not have more than 75% advertising.

The newspapers, which are simply trying to confine the benefits of the co-op law to themselves, are in a considerably more comfortable position than some of the other media which seem to be discovering for the first time that they have been left out in the cold.

Groups ranging from outdoor to magazines and direct mail are wondering whether they should be so complacent about the fact that the co-op exemption was specifically confined to local newspapers and radio-tv.

Even if there is no substantial diversion of ad funds from national to local advertising—a point which is by no means settled—these media sense that newspaper and radio-tv owners have a congressional "endorsement" which could become the "example" for similar kinds of legislation in the future.

By maintaining their silence when the new co-op law was pending, however, the unhappy media groups have put themselves in a weak negotiating position. Before they can succeed in getting the next Congress to broaden the co-op exemption, they will have to find a way to provide assurance that the privilege won't be abused.

■ As a "built in" policing device, the new law provides that the tax benefit is to be confined to expenditures for "local" advertising. Expenditures must be made within four months of the end of the tax year, and they are limited to an amount no greater than 5% of the price of the product.

By definition, "local" advertising is:

1. Expenditures initiated or obtained by the purchaser or any subsequent vendee.

2. Ads which name the article and state the location where it can be purchased at retail.

3. Ads which are broadcast over a radio or tv station or appear in a newspaper.

The third limit is the sore for outdoor people, who point out that outdoor posters are "local" and easily meet the first two conditions. They regard the third condition as unnecessarily strict and discriminatory.

Magazines see no ultimate reasons why dealers should be barred from using co-op funds to buy space in their national or regional editions. Telephone directories, direct mail and many other forms of dealer "aids" also resent the slight.

Nobody spoke up when the law was pending; now they are beginning to realize what they overlooked. #

It's as simple as A B C

1. The most direct method of making a publication responsible to *its readers* is to place upon it a purchase price.

2. The right to purchase—or not to purchase—a publication gives to *its readers* the power to pass judgment upon the *usefulness* and *value* of the publication's editorial service.

3. The publisher who submits his publication to the supervision and discipline of the Audit Bureau of Circulations affirms, in the strongest possible manner, that he recognizes that his primary obligation is to his readers...and that he is willing for all to see, in ABC Statements and Audit Reports, the record of his failure—or success.

AUDITED PAID CIRCULATION ABC

Purchasing Week
McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING
330 WEST 42nd STREET, NEW YORK 36, N. Y.

The most important dollars in your advertising budget

How "U.S.NEWS & WORLD REPORT" provides more customer coverage per ad dollar*

Of 14 leading magazines, "U.S.News & World Report" ranks first in actual buyers per advertising dollar in these and other major markets:

FOR EACH $100,000 "USN&WR" PROVIDES . . .

MARKET	ADVERTISING EXPOSURES AMONG KNOWN CUSTOMERS	MORE THAN SECOND PLACE MAGAZINE BY . . .
VACATION TRAVEL	34,600,000	9,100,000
BUSINESS TRAVEL	25,000,000	3,700,000
NEW CAR	14,000,000	2,100,000
HI-FI & STEREO	24,000,000	4,100,000
AIR-CONDITIONING	9,300,000	2,600,000
CORPORATE STOCK	33,700,000	12,800,000
CAR RENTAL	10,700,000	1,800,000
AUTOMATIC DISHWASHER	13,500,000	1,900,000

For a complete report or 19-minute film strip explanation of any of these market studies, ask your advertising agency or any advertising office listed below.

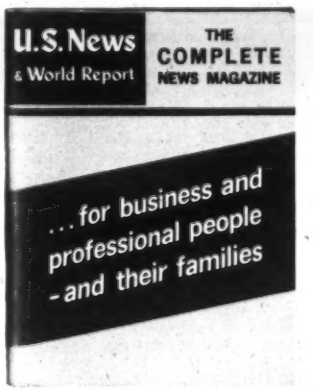
**Based on market studies conducted jointly by "USN&WR" Market Research Division and Benson & Benson, Inc., Princeton, New Jersey. Included were these 14 magazines: Better Homes & Gardens, Fortune, Holiday, Life, Look, National Geographic, New Yorker, Newsweek, Reader's Digest, Saturday Evening Post, Sports Illustrated, Sunset, Time, "U.S.News & World Report".*

. . . are those that carry your selling messages to known buyers, not just anybody. How to concentrate on those who are doing the bulk of the buying is a problem being solved by today's definitive customer research. It is finding out what kind of people they are, where they are, and how they can be covered most effectively.

And the findings show that these known buyers for most big-ticket items are by far and away concentrated in America's high-income families—those headed by the responsible men in business, industry, the professions, etc. These are the people who account for the biggest volume of sales in every major-purchase consumer market. These are the same people who make the decisions that determine what business buys.

That these also are the kind of people who buy and read "U.S.News & World Report" each week helps explain why it is considered by so many major advertisers to be . . .

The most important magazine of all



Four out of five "U.S. News & World Report" subscribers occupy managerial or supervisory positions. Their average family income is $15,496—highest of the news magazines and highest of all magazines with over 1,000,000 circulation.

Thus, "U.S.News & World Report" gives advertisers their best opportunity to achieve, within existing budgets, greater frequency and impact among clearly defined customers and prospects. It's a highly non-duplicated audience. These busy people rarely have time for more than one news magazine. They rely on "U.S.News & World Report" because it alone concentrates exclusively on the important news of our times. This is news they use as the basis for their personal and business plans and decisions.

By every relevant measurement, "U.S.News & World Report" stands out. No wonder it is first among the news magazines in total advertising page gains so far this year.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,175,000 net paid circulation

Advertising offices: 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Food Editors Get Taste of Galaxy of Delicacies

43 Advertisers Show Wares, Announce New Products at AANR Fiesta

NEW YORK, Oct. 6—A spate of new products, ranging from alphabet soup to dehydrated shrimp and enzyme-treated beef, was served up in Lucullan manner this week to more than 150 newspaper food editors, gathered here for their 18th annual conference.

Among the manufacturers making national new products announcements to the food editors were H. J. Heinz Co., Thomas Lipton Inc., Dow Chemical Co., Gerber Baby Foods, Ralston Purina Co., Borden Co., Aluminum Co. of America, National Broiler Council, Swift & Co., McCormick & Co., and General Foods. In all, 43 companies participated in the conference.

The Lipton soup people used the occasion to announce two new soup mixes, chicken rice and mushroom. Four-color introductory advertising breaks next month in *Life*, *Look* and Sunday supplements. Young & Rubicam is the agency.

■ Gerber Baby Foods will introduce an apple cherry juice and animal crackers. Heinz offered a new condensed cheese soup, with varied uses, and an alphabet soup.

Ralston Purina Co. said it is getting distribution, in 20-market spurts, for its Chex Mates—a nine-pack, individually wrapped assortment (three each of Rice Chex, Wheat Chex and Corn Chex). Advertising will be in newspapers, with network tv commercials breaking Nov. 22 and a half-page unit in *This Week Magazine* scheduled for Dec. 4. Guild, Bascom & Bonfigli is the agency.

Borden Foods reported four new convenience items, plus a new family-size package of processed cheese. They are Snow's clams a la king, mushrooms a la Brandywine, whipped cream cheese and cream cheese with clam and lobster.

The whipped cream cheese is available in the Chicago area, and newspaper advertising is running in Davenport, Moline and Rock Island. Next week advertising breaks in Columbus, as the product moves toward national distribution. Young & Rubicam is the agency.

■ The new 16-slice package of processed cheese will probably not be advertised until next year, when it may be combined with other processed cheese advertising.

Swift & Co. told the editors about ProTen, its new tenderized beef moving into distribution on both coasts in the next few months. The process is based on an enzyme injection into the live animal's blood stream. The enzyme activates only within a prescribed range of cooking temperature.

Pro-Ten meat has been in Southwest and Canadian markets for about eight months. National promotion, primarily cooperative advertising, is scheduled for 1961.

McCormick & Co. offered a new eight-bottle gift box and an assortment of new mixes and spices. Alcoa showed aluminum foil pie pans in heat-absorbing colors which it said produces crisper, browner crusts, and a new foil wrap, in 10" x 12" sheets which pop-up from a box like cleansing tissue.

■ At an Alcoa sponsored lunch, Mrs. Frances Lee, home economist for the U.S. Army quartermaster food and container institute, demonstrated several of the dehydrated meals the Army is experimenting with. She said later that Vacu-Dri Corp., Oakland, Cal., would shortly put a dehydrated applesauce on the consumer market and United Fruit Co. will introduce a dehydrated shrimp.

The annual food conference, which this year attracted 150 editors from papers in cities with an estimated 49,000,000 circulation, is sponsored by the American Assn. of Newspaper Representatives. John E. Rhode, vp and Chicago sales manager of the Katz Agency, was this year's chairman. #

IBM Unit Wins DMAA's Gold Mailbox Award

MIAMI, Oct. 7—The top direct mail award—the Gold Mailbox trophy of the Direct Mail Advertising Assn.—will go to International Business Machines data processing division.

The category winners:

Direct Mail campaigns—Abbott Laboratories; American Foundation for the Blind; Bank of America; Business Week (McGraw-Hill Publishing Co.); Cessna Aircraft Co.; Chevrolet Motor Division; Degeillustreerde Pers, N. V.; E. I. du Pont de Nemours & Co.; Esso Standard division of Humble Oil & Refining Co.; Gateway Transportation Co.; Gaylord Container division of Crown-Zellerbach Corp.; General Electric receiving tube division; General Motors truck & coach division; Globe Wernecke Inc.; International Business Machines data processing division; International Paper single service division; Lake Forest College; The Lobster Restaurant; Mack Truck Inc.; Merck, Sharp & Dohme division of Merck & Co.; Mica Insulator division, Minnesota Mining & Mfg. Co.; National Broadcasting Co. television network; Northwest Orient Airlines; Office Overload Co.; Pennsylvania transformer division, McGraw-Edison Co.; Purex Corp.; Sales Communications Inc. Sanforized division, Cluett-Peabody & Co.; Schering Corp.; Southwest Photoengravers Assn.; the Sunday school board of the Southern Baptist Convention; Talon Inc.; Trans-Canada Air Lines; TV Guide; Upjohn International Operations Inc.; West Virginia Pulp & Paper Co.

Low Budget (under $5,000)—Allied Chemical Corp.; Chevrolet Motor division of General Motors Corp.; Colorado State Advertising & Publicity Department; Direct Advertising Co.; Direct Mail Club of Detroit; Ettl Mfg. Co.; Farmers & Bankers Life Insurance Co.; General Electric clock & timer department; A. C. Leslie & Co.; Leslie Creations; Maskill Hardware; Olin Mathieson packaging division; Rubberset Co.; Sloss & Brittain; United States Testing Co.; WRVA Radio.

House Publications, Internal—General Electric Co.; A. & M. Karagheusian Inc.; Eli Lilly & Co.; New York Telephone Co.

House Publications, External—Abbott Laboratories; Aluminum Co. of America; Chevrolet Motor division of General Motors Corp.; Deere & Co.; Detroit diesel engine division of General Motors Corp.; Dodge division of Chrysler Corp.; Factory Insurance Assn.; General Electric Co.; General Motors Diesel; Johnson Motors division of Outboard Marine Corp.; Eli Lilly & Co.; National Concrete Masonry Assn.; Roche Laboratories; E. F. Schmidt Co.

Letter Campaigns—Equitable Life Assurance Society of the U.S.; General Electric Co.; Knipco Inc.; National Broadcasting Co. western division; Y&Y Publishing Co.

Financial & Stockholder Reports—Alpha Portland Cement Co.; INA—Insurance Co. of North America. #

WGN Advances Three

WGN Inc., Chicago, has promoted and reassigned several persons on management staffs of WGN and WGN-TV. James G. Hanlon, public relations manager since 1958, has been named manager of promotional and merchandising services of WGN Inc., succeeding Charles A. Wilson, who now will direct a new department as manager of sales development of WGN-TV. Daniel D. Calibrary, assistant to the general manager, Ward L. Quaal, also assumes duties as manager of press and community relations of the stations.

INTERCOM—*This Gray & Rogers ad ran in the Philadelphia News.*

Ads Are World's Intercom, Says Gray & Rogers

PHILADELPHIA, Oct. 4—The second in the *Philadelphia Daily News*' series of ads, in which it offered agencies free space to present the case for advertising to the public, appeared Sept. 30, the creation of Gray & Rogers.

The agency refused to reveal the name of the copywriter.

The general tenor of the ad is that advertising is an integral and necessary part of today's culture. One paragraph says advertising is "our intercom; without it we'd each be struggling alone, with the woods moving in on us. For, here and now, advertising plays an essential part in fitting together and lubricating the machinery of our familiar life."

Unlike the initial ad in the series, by N. W. Ayer & Son, which used large type and set forth its version of advertising's story in 329 words, the Gray & Rogers copy runs to a whimsical approach and uses 1,304 words (including such compressions as woodsmoke, timeclocks and tobaccobrown).

The Ayer ad, with minor changes to update it, was essentially the same ad, headed simply "Advertising," which Ayer ran in *The Saturday Evening Post* and the old *Literary Digest* back in 1930.

■ Third in the series is set to run Oct. 7. It will be the product of Grey Advertising Agency, New York, the first non-Philadelphia agency thus far. Also definitely docketed in the series, but with dates unassigned, are Wermen & Schorr, Philadelphia, and Campbell-Ewald Co., Detroit.

The Grey ad, written by Joe Lorin and headed, "Plain talk about what advertising means to you," leads off with impressions of advertising in America by a visitor from abroad planning to write a book about this country. He concludes, "I believe you Americans are so close to advertising you don't really see what it has done for you."

Additional ads are expected, and the *News* anticipates that the series will run for a year. Gordon Chelf, the *News*' publisher, is offering the series in mat form to any U. S. newspaper wishing to run it.

CHELF REPORTS 23 DAILIES REQUEST MATS

PHILADELPHIA, Oct. 6—"There is a blemish on advertising's public image, and the industry is 'way late in taking steps to correct the situation," Gordon Chelf, publisher of the *Philadelphia Daily News*, declared today.

Mr. Chelf, whose newspaper recently launched a 52-week series of page ads on advertising by agencies around the nation, run as a public service, spoke before the Oct. 6 meeting of the Philadelphia chapter of the American Assn. of Newspaper Representatives.

"Advertising has been attacked on the basis it is waste," Mr. Chelf said. "We have the greatest production capacity in the world today, and only through distribution and consumption can we keep it moving. Nobody yet has been able to show a better way to do that than by advertising.

"It is high time that we in business who have used advertising successfully to sell merchandise and ideas get busy and use it to sell advertising per se," Mr. Chelf declared.

To date 23 newspapers around the nation have asked for the free mats of the ads the *Daily News* is offering. #

Glamorene Names Ingalls

Ingalls Associates, Boston, has been appointed to handle regional New England advertising for Glamorene Co., Clifton, N.J.

Confused Rate Structure Hurts Dailies: Wheeler

'Free Press' Exec Tells NNPA: View Card in Light of Economy as Whole

LAS VEGAS, Oct. 5—Are newspapers fumbling their best strategy for selling national advertising—the part they can play in serving the business economy and the public—by failing to make changes fast enough to keep public confidence and keep increasing readership?

Yes, they are, according to Robert M. Wheeler, advertising director of the *Detroit Free Press*. Mr. Wheeler addressed the western regional workshop of the National Newspaper Promotion Assn. meeting here.

■ Mr. Wheeler said the newspapers' failure to exploit their important role in the economy is underscored by the confusion existing on the question of national advertising rates. This confusion doesn't impress the manufacturer or advertiser with the newspapers' understanding of the economy, he said.

First, there are dozens of interpretations on what ground rules the advertiser should conform to in order to qualify for the retail rather than the national rate.

Second, while the newspapers talk about the importance of small independent retail advertisers, they penalize the national advertiser who is trying to develop the business of independent retailers.

"It is time that we reconsider the rate card from the standpoint of the impact it might have on the business economy as a whole," he said.

■ Shifting gears, Mr. Wheeler discussed the trend of automotive advertisers to put their money into tv.

"The feeling that tv does a great job of image building is dominating many of the key people in the automotive field," he said. "This in spite of the fact that the consumer has shown an increasing independence of thought and an objection to being 'catalogued' by the experts."

Today the consumer is demanding more information and reasons for buying than ever before, he told the newspaper promotion men, and the newspaper is still the basic medium for information and facts.

Promotion managers, he said, have the primary duty of making "the publisher and his key executives not just recognize their weaknesses but correct them and not allow them to justify these weaknesses with the excuse that readers resent change. There is a place for antique thinking if you are in the antique business. In this age of outer space exploration the demand for sharp thinking and prompt action was never greater."

■ Eugene Dalgin, research manager of the Ridder-Johns newspaper chain, called on western newspaper promotion people to exploit their assets.

He said the newspapers should research the advantages for national advertisers of concentrating greater efforts in the growth markets.

At the meeting, Norwin S. Yoffie, *Pasadena Independent Star-News*, was elected president of the western region of the NNPA, and Dinwiddie Fuhrmeister, *Tacoma News Tribune*, was elected vp. #

Television networks provide on-the-spot coverage of special events through a nemo, or remote telecast.

Portable field cameras flash the picture to the transmitter for broadcasting to home receivers.

With hundreds of Fairchild reporters in the field, every story of interest to the electronics industry gets the on-the-spot coverage it deserves.

Electronics executives and engineers appreciate the speed and reliability in this special-event handling of industry news. They seek it weekly in the pages of Electronic News.

nemo

nemo

nemo

World Series Is Timed Right for GM, Too

Gillette Felt Its Franchise With Viewers Could Save Money, Let GM Sell Cars

NEW YORK, Oct. 6—World Series fans who follow the classic on radio or television this year are seeing another newcomer in addition to the Pittsburgh Pirates—General Motors.

Buicks and Oldsmobiles are sharing the commercials with razors, razor blades and men's deodorants, as a result of Gillette Safety Razor Co.'s earlier sell-off of half of the radio-tv rights to General Motors. Gillette, which traditionally has carried the event alone, this year (its 22nd season) decided to share the $5,250,000 venture. Of this total, $3,250,000 goes to the major leagues for broadcast rights, while the remainder covers radio-tv time costs on NBC Radio and NBC-TV.

Gillette executives felt that because of the company's long association with the series, fans would still think of Gillette as the sponsor of the games, although the cost to the heavy sports spender would be sliced in half. The sale to General Motors was made for only this year, and Gillette has not yet decided whether it will continue this plan in future years.

Triple Treat from Gillette

Sport fans enjoyed a triple-treat Saturday, Oct. 8, thanks to Gillette. On that day, the razor company invested $650,000 (AA's conservative estimate) in bringing more than six hours of sports events on television. In addition to the World Series game at 12:45 p.m., EDT, on NBC that day, Gillette co-sponsored a National Collegiate Athletic Assn. football game on ABC-TV at 4:30 p.m., EDT, and ABC's "Fight of the Week" at 10 p.m.

■ Gillette holds radio-tv rights to the series through 1966, as a result of a new contract signed with Baseball Commissioner Ford C. Frick and NBC last February, extending its rights beyond the 1961 series, after which its current contract expires. The new pact calls for rights payments of $3,750,000 per year.

General Motors' co-sponsorship of the World Series represents excellent timing for the introduction of its 1961 line. The Oldsmobile division, through D. P. Brother & Co., presented an hour Bing Crosby special on ABC-TV Oct. 5, the night of the first game, to unveil its new models.

GM's World Series purchase was made for the corporate division by McCann-Erickson, which picked up a sizable chunk of the company's institutional billings last June. McCann also handles the Buick account.

■ GM felt it did not want to intrude on the radio-tv fans' intense interest in the games with hard sell commercials, so it adopted a light, humorous touch to get its sales message across to the male-dominated audience. Most of its ads are based on a variety show format, employing music and humor.

Basic theme of GM's ads, including 25 on tv and 26 on radio, is "Value and choice from General Motors." Commercials introduced the new lines of Chevrolet, Buick, Pontiac, Oldsmobile and Cadillac, but each is related to the corporate name as a symbol of stability.

Several of the GM tv ads take place in an automobile showroom. In one, an Olympic runner comes in to look at the new GM line. Ultimately he starts to drive off in his new car, leaving the salesman holding his torch. When the perplexed salesman asks what he should do with it, the runner's parting words are, "Hold it high!"

The same two men appear in several GM showroom ads. In another the customer is dressed as a fireman. Before he leaves, he orders several new cars—all in red.

■ Gillette is said to be spending $4,900,000 for its total 10-week World Series promotion; it spent $5,400,000 last year for the full radio-tv coverage.

The razor company is using the World Series to introduce Right Guard, its new power spray deodorant for men. Theme of the commercials is that in two seconds a man gets 24-hour protection.

Other Gillette commercials feature an 890 World Series special containing a Super-Speed razor and dispenser of Super Blue Blades in a newly designed travel case, a 15-blade dispenser of Blue Blades selling for $1 and the 1959 adjustable razor introduced last year. Walter Winchell, Ida Lupino, Dorothy Malone and Jacques Bergerac star in some of the ads, while several others feature baseball players.

The Series is being carried by 205 NBC-TV affiliates and 200 NBC radio affiliates, in addition to 150 other radio stations not affiliated with NBC. In Canada 55 tv stations are carrying the games under Gillette and GM sponsorship, while 50 Canadian radio outlets are carrying them under full Gillette backing.

■ Kinescopes of the games are being sent to tv stations in Venezuela, Puerto Rico, Mexico, Nicaragua, Dominican Republic, El Salvador, Guatemala, Bermuda, Honduras and Costa Rica, under full Gillette sponsorship. Running commentaries of the games are dubbed in Spanish locally, and locally made commercials are inserted in place of the English versions.

Gillette is sponsoring radio broadcasts of the games in the countries listed above, as well as in the Netherlands West Indies, Colombia and Cuba.

In its agreement with NBC, Gillette has the right to place the games in any areas where it has distribution of its products. NBC is free to sell the radio-tv broadcasts in any other areas. NBC has sold tv coverage to the Nippon Tv Network, sending color tapes for delayed telecasts.

Maxon Inc. is the agency for Gillette. #

'TV Channels' Adds 'Post-Dispatch'; Now Lists Eight Dailies

NEW YORK, Oct. 5—*TV Channels* a Sunday tv supplement launched last June with a circulation of 300,000, will hit the 3,200,000 distribution mark in November with the addition of the *St. Louis Post-Dispatch*.

The supplement, which started out with two newspapers—the *Dallas News* and the *Bridgeport Herald*—currently lists eight dailies, including the *Los Angeles Times*, *Washington Post*, *Boston Herald* and *Detroit Free Press*. The *New Haven Register* will be added Oct. 23, followed by the *Post-Dispatch* Nov. 6.

H. E. Schehr, director of advertising and publisher relations, said *TV Channels* expects to add "several more" newspapers shortly. #

THRIFTI-THREE—*Planters peanuts is being offered in three cans at a special price in this color page ad in the Oct. 15 Chicago Tribune. Don Kemper Co. is the agency.*

Hatch Act Ban on Political Ads Is New Battleground

WASHINGTON, Oct. 6—Rival political camps in the District of Columbia were bringing up legal artillery today to battle over the legal risks incurred by corporations which buy advertising in a "yearbook" which the District of Columbia Republican committee is trying to put together.

A letter from Robert V. Flemming, a member of the GOP state committee here, said, "You can help" assure that Dick Nixon will provide the best leadership by buying space in the proposed yearbook.

Carl L. Shipley, GOP state chairman, said both political parties raised hundreds of thousands of dollars selling similar ads in convention programs.

■ But the Democratic state chairman, W. John Kennedy, has dug up a 1940 Hatch Act amendment which makes it a criminal offense for anyone to buy advertising if any part of it "inures to the benefit of or for any candidate for an elective federal office . . . or any . . . political organization engaged in furthering, advancing, or advocating the nomination or election of any candidate for any such office, or the success of any political party."

Although it was passed nearly 20 years ago, the Hatch Act amendment has never been enforced. Now GOP experts are saying that legislative history shows Congress intended to exempt state political committees, so long as they do not pass along receipts from such enterprises to national political organizations or federal candidates. #

Technical Publishing Elects Arthur Rice Jr. President

Arthur L. Rice Jr. has been elected president of Technical Publishing Co., Barrington, Ill., to fill the office left vacant by the death of his brother, Kingsley L. Rice (AA, Aug. 22).

A. L. Rice Jr.

Mr. Rice joined the company in 1945 after several years with Procter & Gamble Co. He became treasurer in 1947 and exec vp a few months ago.

Acquiescence in No-Ad Rule for Debates Is Yielding to Foes of Advertising: Sarnoff

SAN FRANCISCO, Oct. 6—Robert W. Sarnoff, NBC chairman, said that his network will adapt the "great debate" technique to cover political campaigns in the cities where NBC owns radio and tv stations.

Mr. Sarnoff announced plans for the debating of local issues in a speech before the San Francisco Advertising Club yesterday. He urged that the current suspension of legal barriers to televised debates between Presidential candidates be made permanent and extended to state and local elections. Meanwhile, within legal limitations, he said, NBC will set up local pilot debate projects this month in New York, San Francisco and Los Angeles.

In Los Angeles and San Francisco, pro and con spokesmen will be invited to debate the statewide Southern California dam project. The New York debate will match such figures as Robert Kennedy and Leonard Hall and Gov. Nelson Rockefeller and Gov. Abe Ribicoff.

■ Without mentioning the rival network by name, the NBC executive criticized CBS for taking a stand against the sponsorship of the current great debate series between Sen. Kennedy and Vice-President Nixon.

"It is [an] antiquated notion that a so-called public service program is not a public service if it is sponsored," Mr. Sarnoff said. "By this odd reasoning, a broadcaster cannot serve the public unless he loses money.

"To maintain, as some people still do, that certain programs should not be sponsored is a disservice, not only to broadcasting, but to the viewing and listening public. Perhaps the most encouraging development in broadcasting in the past year or two is the dramatic upsurge in news and public affairs programming. This is a trend to be encouraged, not undermined by an armchair view which seeks to place certain programs off limits to advertisers.

■ "That is why we at NBC saw no more objection to appropriate sponsorship of the Kennedy-Nixon broadcasts than to the sponsorship already found acceptable for the Presidential inauguration or, indeed, the current sponsorship of various network programs in which the candidates themselves are appearing. However, after one network publicly opposed any sponsorship of the 'great debate,' the question was foreclosed.

"Perhaps some of those who resisted the possibility of sponsorship may retain traces of an ancient genteel distaste for advertising. May I remind you that advertising of any kind once had difficulty finding its way into the columns of the press. It took 25 years from the founding of England's first newspaper, in 1622, for the first advertisement to appear. And it was almost 20 years later when the *London Gazette* decided to segregate its advertising in a special supplement, which it described as devoted to ads about books, medicines and 'other things not properly the business of a paper of intelligence.'

■ "We have come a long way since then. Advertising has earned a place as a vital constructive force in our society. Yet today advertising is under attack, perhaps as never before. To suggest it is inadmissible in any undertaking of a medium that it supports is a form of surrender to that attack. At the same time, we cannot pretend for a moment that advertising is free of sins and shortcomings.

"Let us face the fact squarely that all of us who are engaged in advertising can do much to enhance its acceptability, as well as its effectiveness, by the taste and responsibility we exercise in carrying out our jobs," Mr. Sarnoff said. #

United Int'l Is Business Paper Rep in Europe

Chilton, Petroleum, Simmons-Boardman Sign; McG-H Offers Foreign Split

NEW YORK, Oct. 4—A new London-based publisher's representative, United International Industrial Press, has been organized by Max Holsinger to sell advertising space in Europe for three U. S. business paper publishers.

Mr. Holsinger, formerly general manager of *World Mining*, a Miller Freeman publication, will be working for Chilton Co., Simmons-Boardman Publishing Corp. and Petroleum Publishing Co.

Working on a retainer-plus-commission basis, Mr. Holsinger will represent the following books:

Chilton's *Electronic Industries*, *Food Engineering* and *Iron Age*.

Simmons-Boardman's *International Railway Journal* and *International Marine Engineering/Log*.

Petroleum Publishing's *Oil & Gas Journal*, *Oil & Gas Equipment*, *Petroleo Interamericano* and *Oil & Gas Journal International*.

■ Robert G. Lewis, publisher of *International Railway Journal*, told ADVERTISING AGE that under the UIIP setup the participating publisher will have salesmen assigned to their accounts, and these salesmen will file call reports directly to the publisher.

This arrangement, he pointed out, is therefore the next best thing to a publisher having his own man in the field.

A number of the books being represented by UIIP have international distribution. *International Railway Journal* is launching a new international edition in January, as is *Oil & Gas Journal*. *Petroleo Interamericano* circulates in Latin America.

G. Carroll Buzby, president of Chilton, said UIIP will be available to handle other Chilton books if such representation is needed. He told AA that "the foreign market is becoming increasingly important to us."

In addition to its headquarters in London, UIIP plans to open offices in Germany and Italy.

■ In another move this week on the international business paper front, McGraw-Hill Publishing Co., which maintains its own offices abroad, announced that effective in January *Petroleum Week* will split its foreign circulation once a month.

Petroleum Week has a circulation of 47,000—6,000 of it outside the U. S. and Canada. For the monthly split-run edition, regular advertisers will be able to buy a second ad aimed specifically at the foreign circulation for an extra plate charge of $150. Foreign advertisers who want to reach only the 6,000 readers outside the U. S. and Canada may buy space at $300 per b&w page. #

Hagerty Names Wheeler

P. Hagerty Shoe Co., Washington Court House, O., has appointed Wheeler, Kight & Gainey, Columbus, to handle advertising for its Duo-Flex line of women's shoes.

The Art of Skim

"Believability" has become a big word in advertising talk today.

Still we're impressed by the number of advertisers who continue to publish and proclaim bombast.

When they spend a lot of money they feel they should get on high horses.

They are not trying to exaggerate or misrepresent, but simply succumb to the urge to make a Gettysburg address out of a widget.

And the public says, "Phooey!"

We once asked an owner of a music store how he stood all the noise of several phonographs playing all day. He replied that he and his men develop a "psychological deafness."

This is what people are doing to the palpable baloney of some TV advertising. They sense it in print advertising too, and develop the art of skim.

An unbelievable ad or TV commercial is many times more costly than a believable one, because people who aren't believing aren't buying.

At this agency we have tried to develop an unusually sensitive set of eyes and eardrums for detecting the phony.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

HOW WILL THE NEW

*Number of Half Hour Firsts							
	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
8:00 / 8:30	abc	abc	Z	Z	Y	Y	abc
8:30 / 9:00	Y	abc	Z	abc	abc	Y	abc
9:00 / 9:30	Y	abc	abc	Y	abc	Y	Y
9:30 / 10:00	abc	Z	abc	abc	abc	Y	Y
10:00 / 10:30	abc	Y	Z	abc	abc	Y	Z

*Source: Nielsen 24 market TV Report week ending September 18, 1960.

TALLY: ABC-TV-17 FIRSTS / NET Y-12 / NET Z-6

SEASON SHAPE UP?

Although it's too early for firm predictions, there already are some straws in the wind. A look at the first big week of the season may give you a hint of things to come. It was a week of new shows on Networks Y and Z . . . 5½ hours of them: Aquanauts, Checkmate, Tab Hunter, Tall Man, National Velvet, The Thriller, and Shirley Temple, all lending their support to the schedules. Despite this, and with no premieres, ABC-TV came up with a clear victory in half-hour firsts for the week. A quick glance at the chart shows that ABC won on four nights and tied on Sunday. As for those losing nights, let's wait for our own premieres. We have a few hot ones coming up, including *Hong Kong* on Wednesdays at 7:30 and *The Roaring 20's* on Saturdays at 7:30. In the next five or six weeks, when the dust settles and the regular viewing habits are being formed, we'll be watching the ratings, with you. Particularly in the competitive markets—which are the true proving ground for audience acceptance.

ABC TELEVISION abc

The Editorial Viewpoint . . .

We Still Need More Help

It is welcome news that the Assn. of National Advertisers has decided to join in the copy interchange program of the American Assn. of Advertising Agencies. This should undoubtedly strengthen the program considerably, but it will still leave a lot of work to be done.

The Four A's copy interchange program has been in existence for 14 years. It is a mechanism whereby members of the Four A's have been able to protest copy produced by other members of the Four A's when they have believed such copy violated the precepts of truthfulness or good taste.

Last year Robert E. Allen, president of Fuller & Smith & Ross and chairman of the Four A's committee on advertising content, which conducts the program, specifically invited non-members of the Four A's—and indeed anyone interested in advertising, in or out of the agency business—to use the facilities of the interchange when they thought there was reason to do so.

It is clear, however, that the committee's services have not been over-used to date. Up to last Jan. 1, the committee processed 260 criticisms in five years, of which about 150 were considered legitimate complaints against objectionable advertising.

While the copy interchange has apparently done "good work"—and we say "apparently" because its activities are secret and no outsider can precisely measure them—it is all too clear that it has performed no earth-shaking feats in reducing the quantity of misleading, deceptive or distasteful advertising.

We say this not in criticism but as a simple statement of fact. One of the reasons frequently given for lack of maximum effectiveness has been that advertisers were not represented on the committee, and the addition of the ANA as co-sponsor of the activity should help on this score.

It is all too obvious, however, that the kind of gentlemanly discussion of advertising approaches which is carried out by the copy interchange, while undoubtedly excellent in normal times, is not tough enough to cope with the realities of the present situation.

The committee on advertising content screens complaints received and then, in those cases where the complaints seem justified, suggests to the agency involved that perhaps the copy is not wholly acceptable. This is, in effect, as far as the committee goes.

It hopes the force of moral suasion will induce the agency involved to take a new look at the campaign and perhaps to change it. But the whole operation is voluntary, and there is not even any attempt to rally opinion within the advertising field to the point of view of the committee. If the offending agency or advertiser doesn't see the situation in the same light as the committee sees it, that is pretty much the end of the matter.

It seems to us that, no matter how much we may instinctively resist such a move, the present conditions cry out for some sort of industry body with far more potency and far more effect than the existing committee. It should be kept in the realm of self-regulation and on a voluntary basis, but the activity must have more forcefulness than the present committee applies to it.

For one thing, serious consideration should be given to more publicity within the field, and particularly notification to media when campaigns are not considered in the public interest.

Advertising Is a Part, Not All

A couple of weeks ago we commented here on the apparent tendency for advertising and advertising people to be put in the position of having to defend and explain business, while business seems under no compulsion to defend and explain advertising.

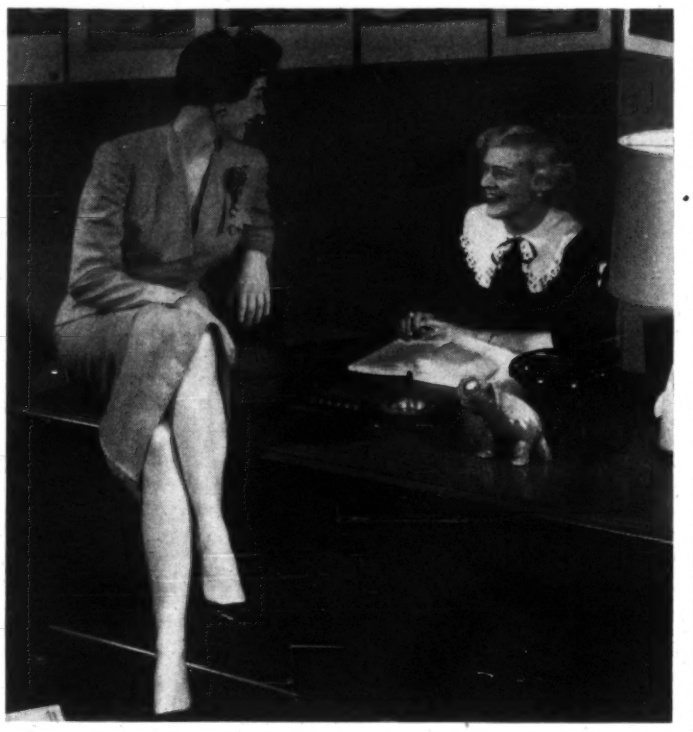
The tendency, we are afraid, continues to grow. Advertising men rush in boldly to defend every nook and cranny of the business and economic system, on the somewhat naive assumption, apparently, that if advertising doesn't shout and holler, no one else will.

We feel very strongly that advertising and marketing men should be alert to every attack on their activities, and should not fail to counter all such attacks coherently, sensibly and vigorously. And we are not unaware of the fact that advertising and marketing are integral parts of the American economic and business system.

But that is precisely the point—advertising and marketing are *integral parts* of the business system—not the whole of it. From some of the "defending" that goes on, one might get the impression that business and industry were a part of advertising and marketing, instead of the other way around.

To be specific, we don't see any reason why advertising men should assume responsibility for defending the production of shoddy merchandise, or for justifying the fraudulent activities of repair men, if they are fraudulent. Let the business men or the repair men who countenance such tactics defend themselves, if they can. Why should advertising and/or advertising men do it for them? Advertising takes on arrogance and an unnecessary responsibility if it professes to be the spokesman for, and the defender of, every imaginable business practice.

Gladys the beautiful receptionist



—Bill Arter, Byer & Bowman Ad Agency, Columbus, O.

"The office oil syndicate keeps sending 'Get Well' cards to the wildcatter they're backing."

What They're Saying . . .

Those Other Values

I would like to see someone try advertising good food with a statement like this, for instance: "Tonight, three-quarters of the world has gone to bed hungry. The makers of Better Biscuits Inc. reminds you all to thank God that you live in America."

I think a lot of people would remember Better Biscuits Inc. for a long while . . .

Now I may be all wrong, but I think people would get double value from their tv that way. The great criticism directed against us here is that we place so much value on "materialism"—on pretty hands, on sleek cars, on finer homes. Going much further, I suspect that is actually what irks most of us about our own advertising, too.

When I see yet another pair of "smooth white hands," I think of hands I knew that never knew the luxury of even a simple washing machine. When I see another gleaming head of handsome hair (the result of some dandruff remover) I remember proud heads that bowed at last under the struggle to clear the hard farmlands.

Surely a clear-thinking copywriter in an advertising agency could pay tribute to these other values—and sell far more of his company's products, too!

—The Observer, in Family Herald, Montreal.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The Republicans have denied it, but friends of Vice-President Nixon can't help believing that the man who made him up for his tv debate was a supporter of Senator Kennedy.

•

Liquor administrators say that young folks who have reached the legal drinking age are more temperate than their elders used to be.

Probably the result of the mellowing influence of Pepsi-Cola's "Be sociable."

•

Editor Herb Mayes told *Business Week* that business department people can enter his office at *McCall's*, provided they come in on hands and knees.

Let's hope the promotion manager gets a more enthusiastic welcome.

•

Bill Campbell told the MPA that some publishers still condone the unsavory practices of some field selling organizations.

When your circulation's down and you need a transfusion, you can't be too particular about the blood donor.

•

George H. Lesch, new administrative head of Colgate-Palmolive, makes it plain that gifts to employes from suppliers, including advertising agencies and media, are unacceptable.

Buy the guy a lunch, but don't give him a Cadillac.

•

Lucien Greif says dedicated business editors don't want cheesecake photos with their news releases.

Of course not, but it seems that a lot of those gal pictures get printed.

•

"Ford guarantee ads may spur FTC inquiry," the headline says.

All right, then, let's spell it out.

•

They'll show the Black Sox scandal on tv Nov. 3, in spite of objections from baseball people.

At least devotees of the national pastime won't have their ideals shattered before the World Series.

•

The Democratic and Republican national chairmen were pictured smilingly receiving reports of the Advertising Council campaign for political contributions.

And of course the contributors would like it if those influentials could arrange to have their donations made tax-deductible.

•

A midwestern advertising agency looking for account men says it can offer "long-term clients."

Clients are so skittish these days it's probably unwise to refer to them that way, even in a blind ad.

•

"Publishing company seeks president," headlines a classified advertiser.

And he probably hopes the candidates will start running like sixty to get elected.

COPY CUB.

Adelante!

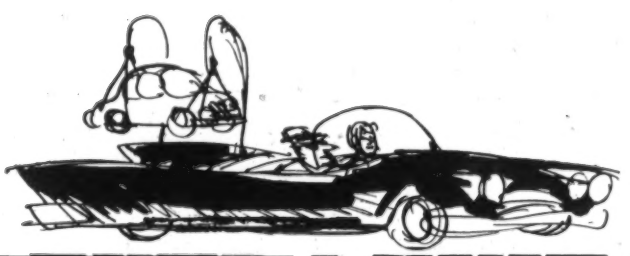
HE VISTO AVISOS DE SU COMPAÑIA EN TIME. "Come in. I've seen your company's ads in TIME." That's the warm greeting that representatives of companies that advertise in TIME's Latin America Edition can usually look forward to—even on cold calls. It's the same the whole (free) world over—to be as well-informed as their positions of responsibility require, leaders in business and government read TIME regularly. To get your sales story to these strategic people quickly, advertise in the International Editions of TIME. For details, contact your TIME International sales office.

TIME'S LATIN AMERICA EDITION. Published in English, the business language of the world, to reach decision-makers throughout Latin America. It consists of the editorial content of the U. S. Edition plus additional Latin American news and advertising directed to its special audience. TIME Latin America is air-speeded to major cities for fast delivery to readers the same day as the U. S. Edition of TIME. Latest filed ABC circulation: 68,818. Latin American sales offices located in Buenos Aires and Panama City. Five editions throughout the free world: TIME Latin America, TIME Atlantic, TIME Pacific, TIME Canada, TIME U.S.

TIME

ONE IS NOT ENOUGH FOR THE

49.5% of Holiday families own two or more They're leaders of a new consumer elite buy the extra refrigerator, the second sell these buyers is in the pages of Holiday, families who willingly spend above the ices that mean better living. Here's what shows: 38% of Holiday families own two freezer; 25% own or regularly rent a sec insurance policy; 48% have two or more graphs; 25% own two or more television 61% take two or more pleasure trips a sell more-and more profitably-to Holiday in which to sell them — for it's the one affluent way of life. You'll find details of the new Extra Unit Study of the Holiday



HOLIDAY EXTRA UNIT FAMILIES

automobiles; 13.5% own three or more. the Extra Unit Buyers—the families who car, the second house. And the place to where you reach more than 900,000 level of necessity for products and serv- a new study of the Holiday audience or more refrigerators or a separate ond home; 68% hold more than one life telephones; 28% own two or more phono- sets; 59% own two or more still cameras; year. Obviously, whatever you sell, you'll families. Holiday is the perfect setting medium that is synonymous with their this exciting new selling opportunity in audience. Contact your Holiday office.

Harry Carlson Heads GPR

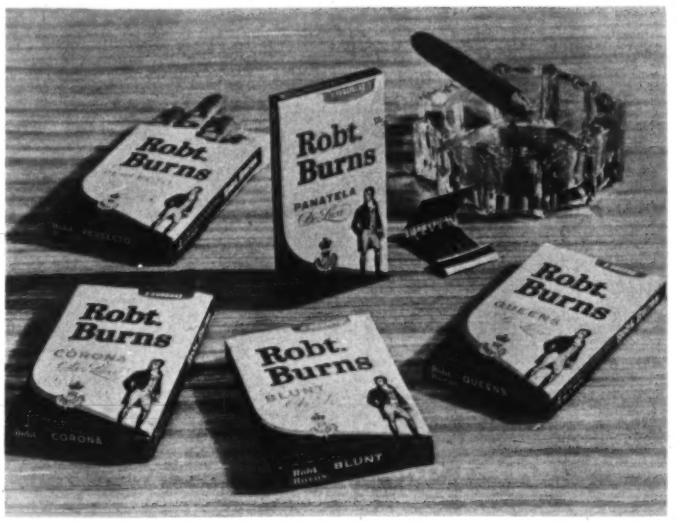
Harry Carlson, a vp of General Public Relations Inc., public relations subsidiary of Benton & Bowles, New York, has been elected president. He succeeds Ward B. Stevenson, who has resigned to become pr vp for International Telephone & Telegraph Co. Sherwood Rollins Jr., who has been with General Public Relations since 1957, has been elected a vp.

Screen Gems Names Two

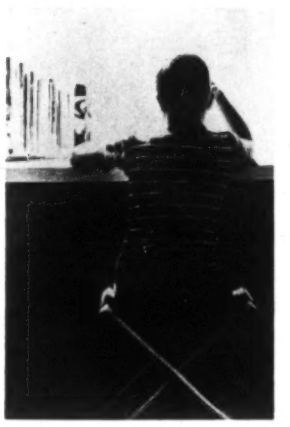
W. P. (Bill) Laffey, formerly an account executive for WOR-TV, New York, has been named an account executive with Telescreen Advertising, the tv film barter division of Screen Gems, New York. Carl H. Goldstein, previously a member of the sales staff of Screen Gems, has been named the tv film distributor's sales representative in San Juan, Puerto Rico.

Consult THE MIDWEST'S
FASTEST GROWING PRINTING HOUSE FOR
- Creative art work
- Fine color offset lithography
- Quality letterpress printing
- Four-color separations
- Publications "know-how"
- Complete mailing service
- Mats, stereos and electros
- Complete bindery

AND NOW High Speed Four-Color Web Offset
Write, Wire, Phone
Nebraska Farmer Company
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA



AUTHENTIC—*These new five-packs are features of General Cigar Co.'s revamped line of Robt. Burns cigars. Designed by Karl Fink Associates, New York, the packs carry the figure of Burns in authentic Lowlands dress, okayed by the St. Andrew's Society.*



Words, Impressions, Thoughts, Attitudes and Opinions...

When the printed word creates an impression a thought is developed, an attitude formed, an opinion made. That moment in the life of a boy, recorded by Vic Tanaka, has become one of the marketing phenomena of our time.

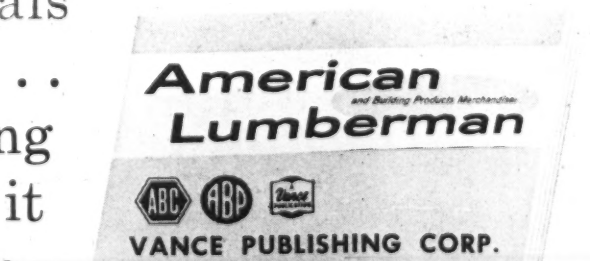
There are 11,770,000 boys, 10 to 17, in America today. Their opinions of products and services, of companies and of industries are being formed right now. And these first impressions are the ones that stick because they're made to an open mind.

The boy market is vast and influential, both now and for the future. What boys don't buy themselves, but have a stake in, they influence others in buying. The one way to advertise to boys is in Boys' Life,* because there are more 10 year old, 11 year old, 12 year old, 13 year old, 14 year old, 15 year old, and 16 year old boy readers in Boys' Life than in any other youth publication.

BOYS' LIFE
over 2,000,000 net paid
published for all boys by the Boy Scouts of America

**The new Gilbert Comparison Study of Seven Magazines tells all in detail. Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, New York, for your copy.*

The building materials merchandiser has become the dominant force in light construction . . . comprising 55% of the market . . . building 175,000 homes a year . . . financing and selling materials for 585,000 additional homes! This progressive building materials merchandiser audience has been created by American Lumberman's Dealer Sales Control Program. DSC dealers average 56% more volume . . . sell broader lines of products . . . and more of them . . . than the average! Effective with the January 2, 1961 issue, American Lumberman will become BUILDING MATERIALS MERCHANDISER in name as well as fact . . . pointedly reflecting the transition of progressive dealers into building materials merchandisers . . . further pinpointing this new market it helped to create.



Building Materials MERCHANDISER

American Lumberman and Building Products Merchandiser
ABC ABP
VANCE PUBLISHING CORP.
59 E. Monroe St., Chicago 3, Ill.

Merger Creates Guerin, Johnstone, Gage Agency in L.A.

LOS ANGELES, Oct. 4—A new agency, Guerin, Johnstone, Gage Inc., began operations this week; it is the product of a merger of Guerin, Johnstone, Jeffries and Gage, Booth & West. The combination will have total billings of more than $2,500,000, according to the announcement. The new agency will have offices covering 7,600 sq. ft. at 1900 Beverly Blvd., a location new to both agencies involved.

Officers of Guerin, Johnstone, Gage are Paul Guerin, president; Raymond B. Gage, vp; and Jack Johnstone, secretary-treasurer. All members of the staffs of both agencies will be retained.

Gage, Booth & West has had an uninterrupted corporate history since it was formed in 1935 by C.B. Juneau under his own name. When Mr. Juneau died in 1946, Mr. Gage became president and principal stockholder, operating under the Juneau name. In 1958 the name was changed to Gage, Booth & West.

Guerin, Johnstone; Jeffries was formed in 1954 from the merger of Guerin, Johnstone, established in 1951, and Crossley & Jeffries, a 25-year-old agency. #

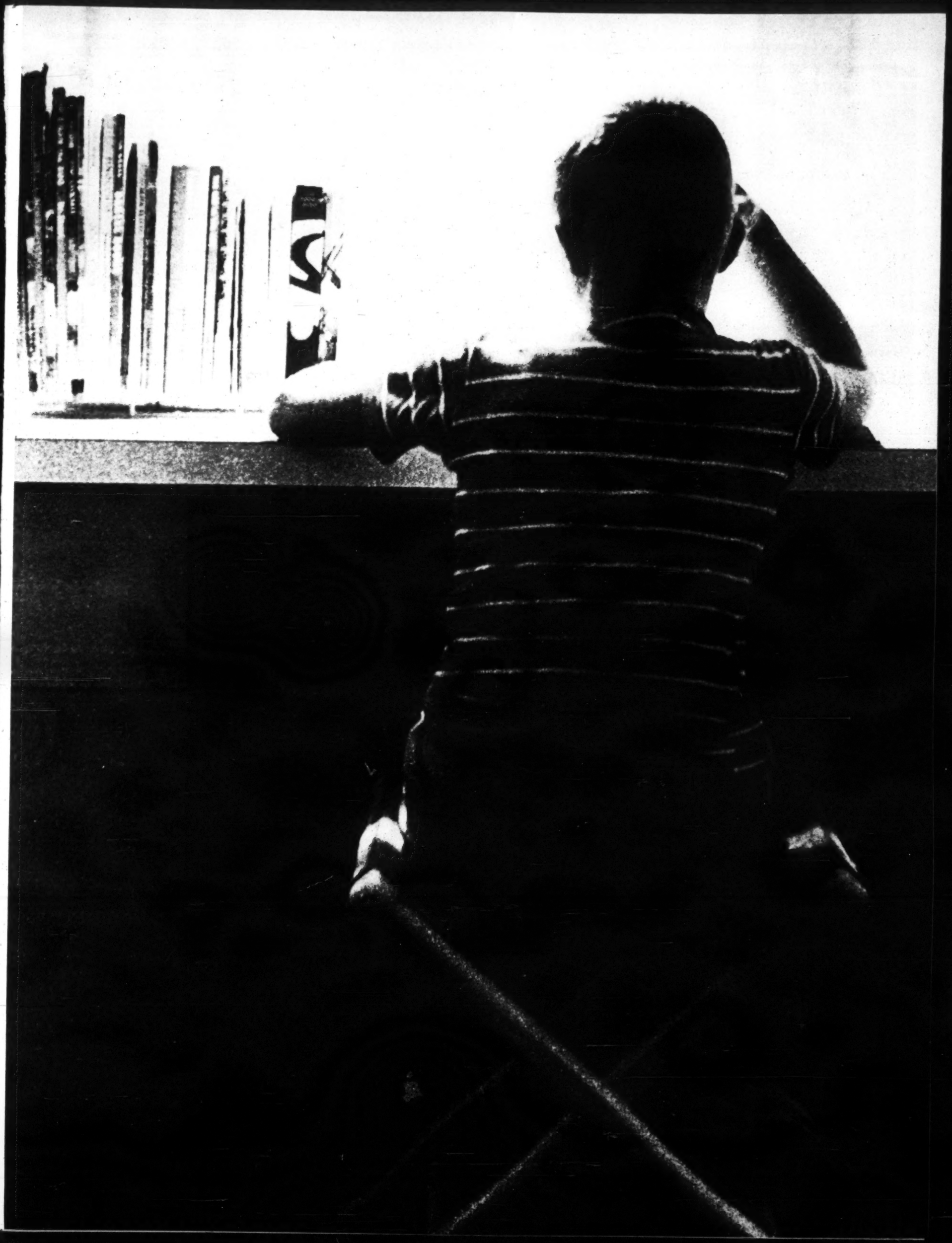
Pan Am Erects Giant Sign Over Bldg. to Be Vacated

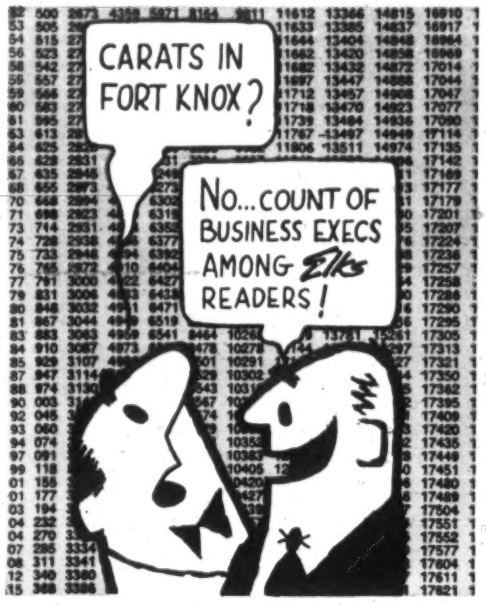
Pan American World Airways has put up a gigantic electric sign atop its nine-story building in Long Island City, New York. Lighted for the first time on Sept. 30, the spectacular spells out PAN AM in 20 ft. high letters weighing five tons. The Artkraft Strauss construction utilizes a mile of neon tubing, 200,000 candlepower of light and 40 tons of steel. The word, "fly," and an outline of a Jet Clipper are superimposed over the PAN AM letters and blink on and off.

The new spectacular went into operation almost simultaneously with the announcement that Pan American will move its headquarters in 1963 to the new skyscraper to rise over Grand Central Terminal. The airline has reserved 15 floors under a 25-year lease calling for a total rent of $115,500,000. Originally to be called Grand Central City, the building's name has now been changed to the Pan Am Bldg.

Knomark Appoints Halperin

Knomark Inc., maker of Esquire shoe care products, has named Irving J. Halperin national sales manager for drug and department stores, headquartered in New York. Mr. Halperin joined the company last year.





Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—33.8%. Only 1 magazine of all 54 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7176 ... and explains why ELKS leads more ownership classifications than any other men's magazine reported.

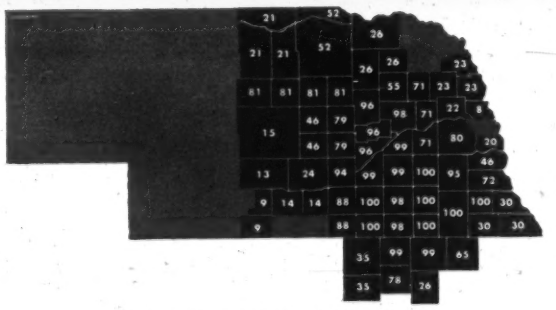
This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

You might be surprised at just *how* big Nebraska's other big market—Lincoln-Land—really is, and at how *economically* it can be reached via KOLN-TV.

During prime 6 to 9 p.m. viewing time, 57,000 Lincoln-Land homes tune in KOLN-TV according to latest Nielsen. Compare that with *any* other station in Nebraska.

Then compare cost-per-thousand figures for nighttime network shows.

Avery-Knodel can fill in the other details on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	69,700 homes
Father Knows Best	77,700 homes
6:00 p.m. News	76,000 homes
10:00 p.m. News	64,000 homes

*February Lincoln NSI

AM-TV-FM

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Those roaming admen: **Gerald Charm**, vp of Smith/Greenland Co., New York, is on a four-week swing through Europe, surveying the advertising industry in six countries for the agency . . . **Ray Peterson**, exec vp of Lennen & Newell, San Francisco, and Mrs. Peterson are making the grand tour of Europe. They'll return in October . . .

Arnold Siegel, pr director of Stern, Walter & Simmons, Chicago, is doubling as director of information for the Young Democrats of Cook County . . .

In demand: *Architectural Forum* advertising's **Ted Davis** and family are getting set for a second round of speechmaking on their impressions of Russia as an American family on display at the U.S. Moscow exhibit last year. This spring they gave some 35 talks throughout the Northeast, now have seven engagements scheduled for fall . . .

Bill Hedges, NBC vp, is head of the radio-tv committee for the 1960 Travelers Aid Appeal in New York. Serving with him are **Jules Dundes**, CBS vp; **E. J. Fitzsimmons**, Weed Television; **Ernest Lee Jachncke Jr.**, NBC; **James V. McConnell**, Venard, Rintoul & McConnell; and **Frank Pellegrin**, H-R Television . . .

Love and marriage: Lydia Mary Rothman, daughter of **Edward E. Rothman**, director of advertising and sales promotion for Ford Motor Co., will be married in January to William R. Brashear . . . Julie Steers and **William J. Wilson II**, a sales representative for *Reader's Digest*, were married Sept. 24 . . . Carol Reeves and **Thomas Watson**, with Ted Bates & Co., are planning an autumn wedding. . . It will be a spring wedding for Barbara Turkenich and **Richard N. Weltz**, an account exec with Deutsch & Shea, New York . . . Jane Ann McGrath and **James W. Packer Jr.**, northeastern division sales manager of Ziv-United Artists, plan to be married in November . . . **Cathy Van Remoortel**, secretary to Katz Agency's radio salesman **Joe Fierro**, will be married in November to **Bob Meyers**, print media director of Street & Finney . . .

EAST MEETS WEST—*Robert L. Parker, brand manager of Seabrook Farms Co., New York, got a royal welcome when he arrived in Hawaii as the winner of a Sunset Magazine 10-day market-inspection tour of the West and Hawaii.*

Anniversaries: **Walter V. Bennett**, regional advertising sales manager for *U.S. News & World Report*, celebrated his 80th birthday Sept. 20. "The years may go by," he says, "but I pay no attention to them. In fact, I've done the best work of my life in the last 15 years." He joined the magazine 20 years ago, when he was 60 . . . **Max Falk**, ad manager of the *New York Times*, is celebrating his 25th anniversary with the newspaper . . .

David Sarnoff, RCA board chairman; **Lee H. Bristol**, board chairman of Bristol-Myers; **Spyros P. Skouras**, president of Twentieth Century-Fox; **George W. Romney**, head of American Motors; and **Max Hess**, president of Hess's department store, are among those receiving the first annual achievement awards sponsored by the Eastman School of Business . . .

When **Jim Wangers** isn't writing copy about Pontiac cars at MacManus, John & Adams, Bloomfield Hills, he is likely to be out racing the product—drag racing, that is. He works a great deal with youngsters, steering them from hot-rodding into driving under the supervised drag race system. And on Labor Day he won the national championship at the annual drag races in Detroit—driving a 1960 Pontiac Catalina, of course . . .

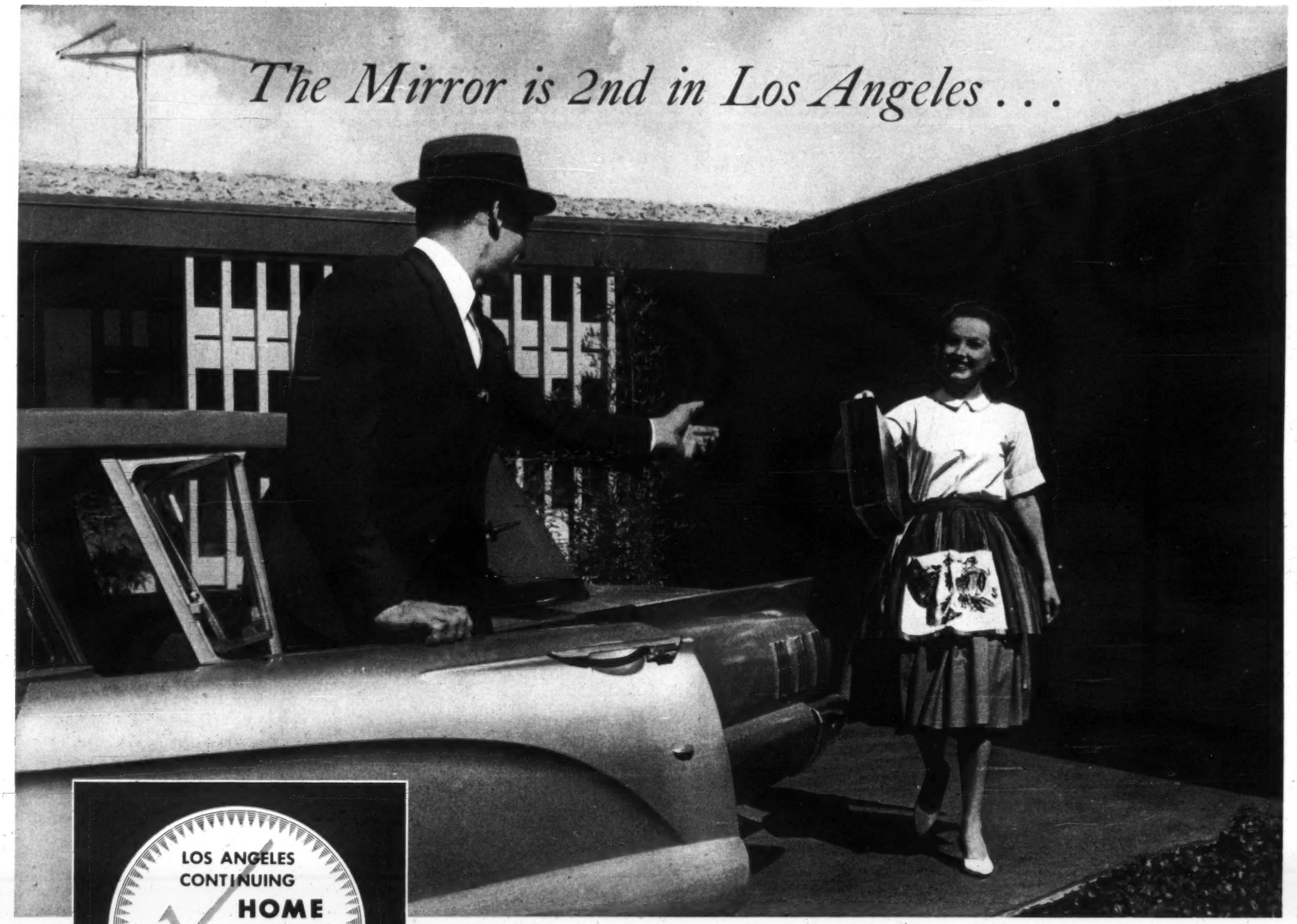
Emanuel Strunin, director of advertising and pr of Adler Electronics, New Rochelle, has a second daughter, Jessica Ellen, born Sept. 8 . . . A third daughter, fourth child, named Theresa Lynn, was born Sept. 13 to Mr. and Mrs. **Ed Haggarty**. Mr. Haggarty is an account executive in the New York office of Reach, McClinton & Co. . .

Vp on the go: **Allen Bishop**, merchandising vp of Erwin Wasey, Ruthrauff & Ryan, Chicago, is enroute to Stuttgart on a tour organized by the Mercedes-Benz Club of America, to film a promotional travelog on motoring through Europe. After a trip through France, Italy, Switzerland, Austria and Germany, he'll conduct a week-long clinic on package goods merchandising at EWRR's London office . . .

Milestones: **John C. Cook**, vp and business manager of *Textile Industries*, received a gold watch on his 35th anniversary with W.R.C. Smith Publishing Co., Atlanta . . . **Maurice Needham**, president of Needham, Louis & Brorby, Chicago, and Mrs. Needham celebrated their 49th wedding anniversary Sept. 14 . . . **Irving Mack**, retiring president of Filmack Corp., Chicago producer of tv commercials and industrial films, was feted at a dinner Sept. 9. He and his wife, Belle, plan to live in Miami Beach . . .

A 6 lb. 7 oz. daughter, Hilary Miranda, was born Sept. 22, making it three girls and four boys for Ada and **Frank Leonard** (he's public relations director at Dancer-Fitzgerald-Sample) . . . **Ian Murray**, AA's Toronto correspondent, is celebrating the birth of his first child, William, born Sept. 27, weighing 10 lb. 6 oz. . . **Frank Saunders**, former *Tide* staffer now with Ruder & Finn, has named his new son Anthony . . .

The Non-Partisan Registration Committee which aims at getting the 40,000,000 unregistered but eligible voters to register has a number of advertising and publishing people on its roster: **Sylvester M. (Pat) Weaver Jr.**, board chairman of McCann-Erickson International; publisher **Dorothy Schiff** of the *New York Post*; **Max E. Youngstein**, vp of United Artists; and **Edgar M. Bronfman**, president of Joseph E. Seagram & Sons . . .



LOS ANGELES CONTINUING **HOME AUDIT**

Year around in-the-house measurement of buying habits in Los Angeles County since 1945

PROFILE OF MIRROR READERS FROM THE LOS ANGELES CONTINUING HOME AUDIT

Fifteen years of independent in-the-home interviews (1,000 different families every other month; over 90,000 to date) give a background of accuracy and impartiality to the Los Angeles Continuing Home Audit. Facts about Los Angeles newspapers, as well as the competitive standings of products in America's second largest market, are available to advertisers and agencies. Your inquiries are invited.

YOU NEED THE MIRROR TO REACH THE HEADS OF HOUSEHOLDS WHO ARE YOUNG, WELL EDUCATED, EARNING GOOD INCOMES

Consider these facts from the Los Angeles Continuing Home Audit:

Readers of the Los Angeles Mirror are young —over 75% of its homemaker-readers are 49 years of age and under. This places The Mirror second in the Los Angeles weekday metropolitan newspaper field in *total numbers* and first on a percentage basis.

In education of the head of the household, The Mirror again is Number Two in its field, with only the morning Times providing more who have graduated from high school, attended college or are college graduates.

Family income figures from the Los Angeles Continuing Home Audit show that The Mirror again is second in the field—holding this rating with families earning $5,000 a year or more *and* $10,000 a year or more.

There are so many products and services to sell to the up-and-growing Los Angeles families who prefer the Los Angeles Mirror that it is not possible to give *all* specific data here. If you would like additional details from the Los Angeles Continuing Home Audit—details that dovetail to your business—write or call The Mirror Promotion Department or contact the nearest O'Mara & Ormsbee office.

Largest Evening Home Delivered Circulation in the West

LOS ANGELES MIRROR

A Quality Newspaper Edited to Merit the Respect of Its Readers

NORMAN CHANDLER, PRESIDENT, THE TIMES-MIRROR COMPANY • REPRESENTED BY O'MARA & ORMSBEE — NEW YORK, CHICAGO, DETROIT AND SAN FRANCISCO

To serve you better . . . A new division of
WORKMAN DIVERSIFIED ENTERPRISES,

WORKMAN
RESEARCH

USE WORKMAN'S MARKET-MEDIA DATA BANK More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN · SAMPLING · CODING · TABULATING · PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research, there's a Workman man to help you.

NEW YORK CHICAGO—WH 4-6255 LOS ANGELES

Mazur Compares Today's 'Affluent Society' Thought with '30s' 'Mature Society' Ideas

BOSTON, Oct. 4—A sharp and spirited defense of a private economy against a guided economy in which the state absorbs a larger share of the gross national product and directs expenditures into channels more "fitting to the kind of living our political leaders believe to be desirable," is made by Paul Mazur, senior partner of Lehman Bros., in the September-October issue of *Harvard Business Review*.

Mr. Mazur (who stressed the importance of consumption in his book, "The Standards We Raise," in 1953) draws a parallel between the economic school of thought which in the mid-'30s held the U.S. was a mature society, and the current "affluent society" advocates—with the significant difference that the "mature society" school had as its goal a device which would offer employment opportunities in a stagnant economic scene, while the "affluent" school hopes to divert money to give us a national life which is less materialistic and of better quality.

■ The mid-'30s thought was economic, Mr. Mazur notes, and while the school of affluence "purports to deal with economic ideas, actually its philosophy is sociological."

He says, "The common denominator of both schools of thought is the demand for far greater control by the state of our actions and living patterns."

Mr. Mazur notes that most U.S. families don't think they are wallowing in a surplus of material well-being, and to imply that they are decadent ignores the heavy tax burden carried by the Americans, their contributions to social and philanthropic causes, their overseas relief and rehabilitation expenditures.

He concedes that our rate of growth may not be adequate to provide for increases in the labor force, but he goes on to assert that "the character of our growth, of our recessions, and of our recoveries is more basically controlled by the patterns of consumption than by any other single force."

■ Thus, "it is essential that the consumption segment of our economy avoid the adverse influences of being mishandled."

He warns that tax collection suffers and public expenditure contracts whenever the economy suffers serious attrition, and he says, "It is hazardous and could be disastrous for us to convert political and sociological cliches and dogmas into an economic potion." #

New Candy Association Plans $750,000 PR Campaign

The Candy, Chocolate & Confectionery Institute, Chicago, a new trade organization founded last spring which represents all segments of the candy industry, plans to spend $750,000 for a public relations campaign during the next three years. The campaign will start Nov. 1. Theodore R. Sills & Co., Chicago, has been chosen as the pr company.

The institute is composed of five trade associations, representing all phases of confectionery production and distribution. They include National Confectioners Assn. of the U.S., Associated Retail Confectioners of North America, Chocolate Manufacturers Assn., National Candy Wholesalers Assn. and National Assn. of Tobacco Distributors. Voluntary contributions will be made to the pr fund by the member companies and associations.

Bassett to Broadcast Time

Mort Bassett, formerly exec vp and a partner of Forjoe & Co., has been named to the new post of exec vp of Broadcast Time Sales, New York, radio station representative. Before joining Forjoe, Mr. Bassett helped establish Robert E. Eastman & Co., radio station representative of which he was a vp and director and a stockholder.

McCord Names Davis A.M.

John T. Davis, formerly advertising supervisor of the parts and accessories division of Chrysler Corp., has been named advertising manager of McCord Corp., Detroit. He succeeds Edwin O. Bodkin, who has retired after 37 years as ad manager.

Précision

A French word that means the same thing in English: quality or state of being precise; accuracy; definiteness. It's a precise description of an Air France pilot. Exacting. Accurate. Definite. An alert mind guiding skilled hands to precise action. Everyone expects it. Everyone who's ever flown Air France finds it. They find something else, too. The same quality of precision in everything. Food that is prepared in the great French tradition. Service that is accurate, and attentive to every detail. Atmosphere that is friendly, enjoyable, and authentically French. Precisely what you want...precisely what you get...*every time!*

AIR FRANCE JET

WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

The Embassy of Japan

His Excellency, the Ambassador of Japan to the United States and Mrs. Asakai photographed in the Tea House of the Japanese Embassy in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division: WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Magazines' Collusive Pricing Necessitates Push Money Acts, American News Tells FTC

WASHINGTON, Oct. 4—Lawyers for American News Co. charged last week that the Federal Trade Commission should investigate magazine publishers for "outrageous and flagrant" price fixing.

In an oral argument before the commission, counsel for American News said the company was forced into collecting payments for promotional displays to counteract a price squeeze clamped on dealers by top magazine publishers.

"This whole proceeding is misconceived and misdirected," Lester Jay, attorney for American News, said. "We find ourselves in the same situation as the house owner discovering an arson. He strikes with the only available weapon and finds himself under arrest for assault."

Top magazine publishers are already under an FTC consent order which prohibits them from paying discriminatory promotional allowances to American News and its subsidiary, Union News Co. (AA, July 18). Mr. Jay appealed to the five commissioners to reconsider the cease and desist order which Hearing Examiner Alfred E. Lipscomb has recommended as American News' penalty (AA, June 20).

■ Mr. Jay hammered away for suspension of FTC's proposed order.

"If the suspension of the consent decree has any meaning," Mr. Jay said, "let this proceeding be suspended, too. Let the commission act broadly."

In launching his charges that FTC should look into price fixing by the publishers, Mr. Jay said that the price fixing structure is so "incredible, shocking, and palpably obvious I don't see how it could sneak by; if ever there was a violation of the Sherman Act, this is it."

He contended publishers fix the price newsstands can charge, and take magazines off of stands that don't "comply" with the fixed price.

In addition, he said publishers arrange for similar magazines to sell for similar prices.

■ Mr. Jay claimed that the prices charged for magazines are the same even though "one carries $1,000,000 worth of advertising and the other is a pauper."

He charged that Curtis Publishing Co.'s distributor, for instance, openly discussed fixing prices with other publishers.

Counsel for FTC's bureau of litigation, Wallace Adair, told the commissioners that if they don't stop this illegal "push money" practice, "there will be no end to it. The stronger they get, the more they want."

Mr. Adair pointed out that American News asked for 10% of the cover price of magazines it displayed in 1956, but jumped the figure to 20% in 1958-59.

He said that it's an unfair method of competition for American News to attempt to restrain competition. "The fact that they're not always successful is immaterial," he added. #

ABC Radio Moves Account from DDB to Fladell/Harris

ABC Radio Network, New York, has appointed Fladell/Harris Advertising Co., New York, to replace Doyle Dane Bernbach Inc. as its advertising agency. One of the principals in this less-than-a-year-old agency, Ernest Fladell, is a former sales manager of ABC Radio.

The network's fall advertising will be concentrated in business papers in an effort to acquaint clients with the program revisions at ABC. The new "Flair" series will be pushed vigorously. The print advertising will be backed up by heavy on-the-air promotion, with the network's stars taping announcements including individual station call letters. Robert R. Pauley, vp in charge of ABC Radio, has reported the number of ABC affiliates is now 312.

Van Roo Joins Nielsen

Robert Van Roo has joined A. C. Nielsen Co., Chicago, as promotion director of the Nielsen Coverage Service. Working under John K. Churchill, vp in charge of local broadcast services, Mr. Van Roo will be responsible for promotion activities on the 1961 Nielsen survey of the coverage and circulation of radio and tv stations. He formerly was with S. C. Johnson & Son; MacFarland, Aveyard & Co.; WXIX, Milwaukee; and WCBS-TV, New York.

WAVE-TV Gives You
28.8% MORE HEAVY SMOKERS!
(and light smokers, too, for that matter!)

Yes sir, it's a fact! WAVE-TV gives you 28.8% more smokers, because it gives you 28.8% more VIEWERS than any other TV station in Kentucky – sign-on to sign-off, every average week!

How many more sales can you make with 28.8% more viewers?

Ask NBC Spot Sales for all the facts – including WAVE-TV's *much lower* cost-per-thousand!

WAVE TV

CHANNEL 3 ● MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Fragrance Ads Alienate Men, Industry Told

NEW YORK, Oct. 4—The fragrance industry has been urged to hypo sales by giving men a chance to wear a fragrance "and not feel like a sissy." At the fall luncheon meeting of the Fragrance Foundation last week, Dennis James, radio-tv personality, told the group that men's toiletries advertising is misfiring because it is alienating most men.

■ All through history, men have enjoyed using fragrance, he said, but "today by using such terms as 'he-man aroma,' the ads are not appealing to the regular guy but to the weakling, the scrawny ones who are already using fragrance." Most men are afraid to use a fragrance because they're afraid their friends will tease them about it, he said.

"Ads should take fragrance out of the sissy class. Don't call it cologne or toilet water. Make up a term like 'after-shower lotion' or something. Use ordinary language and make the use of fragrance seem like a necessary part of everyday cleansing habits. Make the use of fragrance to a man mean only 'I'm fresh and I'm clean' and that's all," he recommended.

■ Two retailer speakers at the meeting urged the industry to use fewer special sales and more sales training and more sampling from the counter.

Louise Soresi, veteran perfume saleswoman at B. Altman Co., said that special sales mainly attract women who stock up enough fragrance at one sale to last until the next. These promotions also take sales away from perfume because they usually feature toilet water and cologne, she also pointed out.

"New product promotions are rarely carried through properly," she lamented. Besides windows, point of sale displays and ads, "giveaways are very important at the counter as well as at the fashion show, especially when the company has someone at the counter to talk about the perfume as the customers cluster around to get their free sample." Also needed and often lacking: "Merchandising on the counter on time."

■ Dorothy Hinshaw, perfume buyer at Carson Pirie Scott & Co., Chicago, protested that perfume saleswomen get less sales training than cosmetic saleswomen. She warned the companies not to sell seasonally but year-round, and not to cheapen perfume with long special sales.

She also told the group that "advertising must be tied in at the point of sale," and that "sampling is fine if it can be from the counter."

■ Sampling programs in colleges were recommended by Vassar sophomore Judy McGuire, another speaker. College girls want to be individuals, not conformists, she maintained. They're experimental and like to become acquainted with different fragrances. They don't buy much perfume for themselves, she said, but receive it as gifts and frequently specify which fragrance they want.

She also appealed for advertising slanted more to college girls. "We like the glamorous approach, but couldn't you find something midway between the girl on her bicycle on campus and that glamorous woman on the French Riviera shown in the ads?" #

"I had to join up after I forgot that without The Iowa Three you miss over 25% of the market!"

QUALITY QUARTER QUIZ

We're playing the game a little different today. Here are the answers; you ask your own questions when you look into Iowa's many markets.

A. The Quality Quarter's 742,600 people make up 26% of Iowa's total population.

A. The Quality Quarter contains 218,950 households, 25% of Iowa's total.

A. The Quality Quarter accounts for 27% ($1,027,119,000) of Iowa's total retail sales.

A. The Quality Quarter's Consumer Spendable Income of $1,232,389,000 is 26% of Iowa's total CSI.

A. The Iowa Three's daily circulation of 152,845 reaches 62% of the households in the Quality Quarter.

A. The Des Moines Register & Tribune reaches only 18% of the households in the Quality Quarter daily, with a circulation of 39,721.

A. Daily circulation is far more important than Sunday, because 80% of national r.o.p. advertising runs *daily*.

A. *Each* of The Iowa Three group newspapers alone carries more total daily retail display advertising linage than either the Register or Tribune.

We've got many more answers to your questions about Iowa markets, Des Moines' so-called "state-wide" papers, and The Iowa Three. Just direct your questions to your nearest Iowa Three representative.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

Don't make the same mistake of drawing conclusions without checking facts. Now, there's nothing wrong with slogans — *if* they're based on firm facts, not fanciful figures. We're talking, in particular, of a current media slogan that boldly proclaims that one state is one market. A noble thought. Yet it is our understanding that there are 50 states, 242 metropolitan markets . . . and *none of these states is one market . . . and none of these markets is one state!*

Let's look at Iowa. Great state. Grows corn, processes meat, makes tractors and electronic equipment and many other products. A profitable marketplace. And it takes *more* than one or two newspapers to reach Iowa's many markets. For example, only The Iowa Three group of newspapers can sell the Quality Quarter. And the 22 counties in the Quality Quarter make up over 25% of the Iowa market. We've got other facts, too. Just shift your eyes to the left and take our Quality Quarter Quiz. It will prove why Iowa isn't complete without the Quality Quarter . . . and you can't cover the Quarter without The Iowa Three.

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. • Jann & Kelley, Inc. • Story, Brooks & Finley

PUPPETOONS—*Dormeyer Corp. will feature puppetoons like this laughing potato in a series of two-color, half-page ads in October, November and December in Life and Look. John W. Shaw Advertising, Chicago, is the agency.*

Niles Boosts Pride to VP

Fred A. Niles Productions, Chicago, has appointed Max D. Pride vp in charge of the sales department, succeeding Fred Foster, who resigned. Mr. Pride joined Niles in 1958 as a member of the sales force.

Holman Transferred to Detroit

Willard (Bill) Holman Jr. has been transferred to the Detroit area as advertising sales representative of *Successful Farming*. Mr. Holman has been on the magazine's sales staff in New York since 1959.

If your products are sold through retail food stores—

WATCH YOUR MAIL FOR THIS BOOK!

This 24-page book describes ACB services that help you in the control and better use of retail food store promotions. Discusses all 3 types of co-op advertising plans and non-plan as well.

This book mailed Sept. 15 to all names on our lists. If we have missed you (or you think we might) send postcard and we will mail a copy immediately.

Advertising Checking Bureau,
18 S. Michigan Ave., Chicago 3.

Political Leaders Should Set Better Truthfulness Example, ANA Hears

Changing Agencies Is Costly; Do It with Care, Percy Advises Workshop

CHICAGO, Oct. 4—"Advertising would have more inspiration to reform if our political leaders were to set a more wholesome example in the matter of truthful statements," in the opinion of John Orr Young, co-founder of Young & Rubicam.

"One Presidential candidate recently weaseled to the effect that he is not for a tax on advertising, while his chief adviser in economics is busily laying the foundations for an advertising tax," he said.

"Some politicians are glad to receive the help of patriotic advertising men while speaking of Madison Ave. as if it were the red light district," he said.

President Eisenhower, on the other hand, "has never made a snide remark about the constructive business we are in," he said.

■ Mr. Young, now an advertising consultant, made his remarks on the current political scene while discussing truth in advertising at the Assn. of National Advertisers' workshop on advertising management.

The subject of truth in advertising was one of many touched on by Mr. Young while discussing his assigned topic on "how to appraise and improve advertiser-agency relationships."

"Loyalty to the agency," he said, "is a wonderful characteristic for you, the client, to maintain—but it should not be blind loyalty. It should be stimulating loyalty based on sound business laws of progress and competition."

The client's loyalty to its agency will continue "only if the agency continues year by year to do distinguished and profitable work for the client," he continued. "It is my thought that the agency should constantly compete with its own last year's record of performance."

On other topics, Mr. Young had these comments:

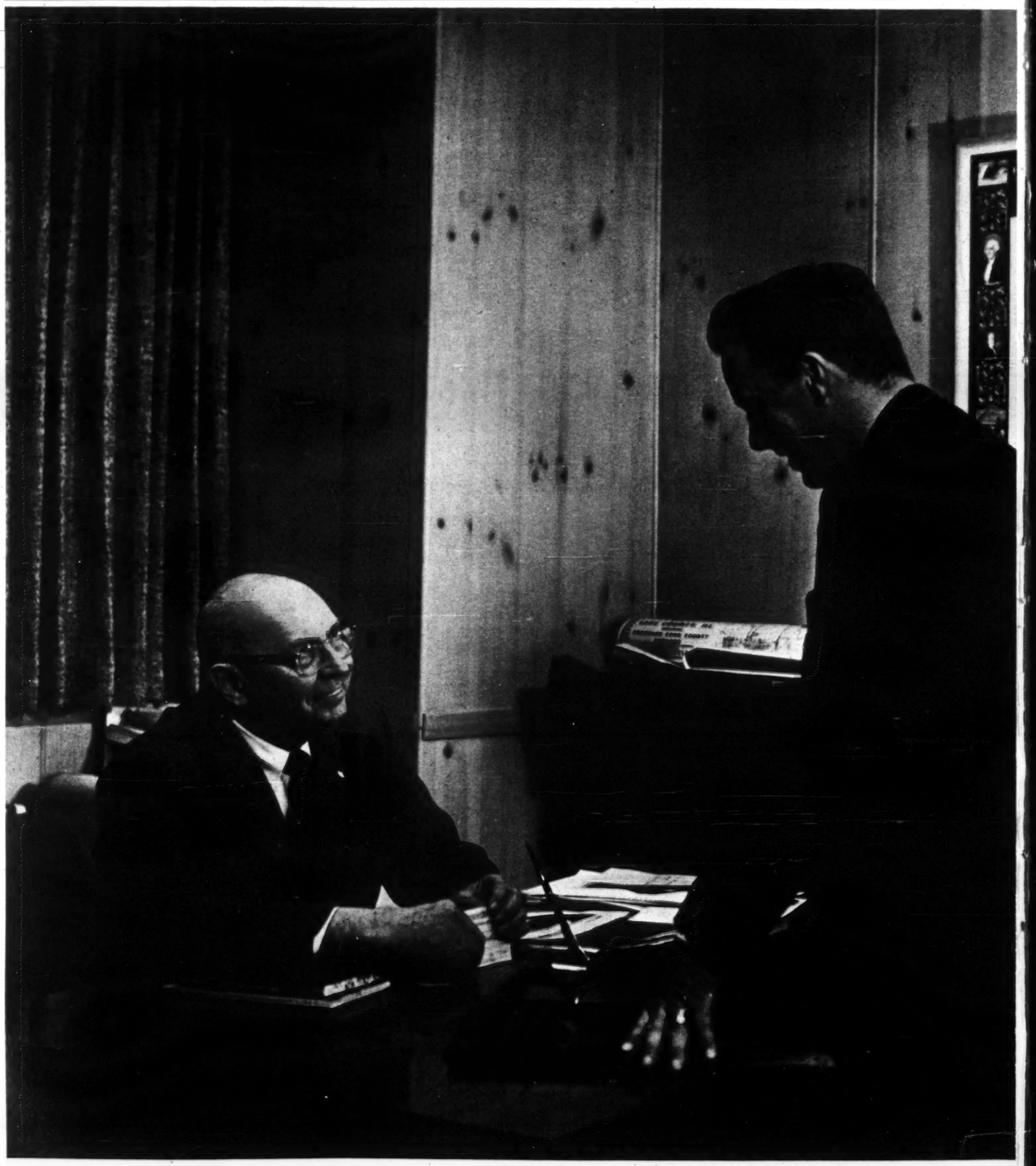
• **Communications**—"Good communications can help win over your officers and board members to enthusiastic appreciation of the advertising which you and the agency have worked so hard to create. I have seldom seen an advertiser-agency relationship hit the rock when the communication system was all that it should be."

• **Agency profits**—"I hope you want your agencies to make money—enough gross profit to permit them to search out and buy the best brains obtainable for your advertising. If they fail to make enough money to give you the quality of service you need, they perhaps should receive an extra fee, or you take on the hard job of breaking in a new agency."

• **Agency ethics**—"The strong agencies should more vigorously demonstrate to their weaker brothers that it is the agency that lives according to high principles that has the greatest satisfaction and builds the most valuable reputation—and eventually the most wealth."

■ Mr. Young also listed the simple criteria drawn up by an advertiser (a client of his consulting service) which was looking for an agency:

1. "Integrity: The fundamental conviction that an honest product honestly advertised is the only formula for success."
2. "Creativity: An agency willing to try new approaches."
3. "Skilled media department; particularly strong in tv."
4. "Marketing: Competent to formulate a complete marketing program."
5. "Our kind of people; a har-



monious working relationship which can be founded on mutual confidence and respect."

"His five points," Mr. Young declared, "occupying a single sheet of paper, are better than ten pages of non-essential specifications which some advertisers feel it is necessary to use in selecting an agency."

■ George Percy, advertising manager of the Chicago division of the Kendall Co., gave some pointers on "how to avoid selecting an advertising agency—by doing it right the first time.

"Be sure you need a new agency," he advised, before going any further. On some occasions, such as with new product conflicts or the need for a specialized agency, the need is obvious.

"But if you're just dissatisfied with your present agency, look twice before you make a move. Discuss the reasons for your dissatisfaction with your agency principals. Don't keep them to yourselves." A sales drop is not necessarily the fault of the agency, he added.

When it is decided that a new agency is needed, "make it a real project," Mr. Percy said. "Remember, you're going to pay them a whale of a big salary—that's what that fee amounts to. If you were hiring a couple of executives for that sort of dough, you'd have them screened so thoroughly they'd look like a couple of sieves.

"If you do the job thoroughly, meticulously, you shouldn't have to do it again for a long time."

■ The part which an agency plays in the implementing of a marketing plan was discussed by Stephen Dietz, group vp of Kenyon & Eckhardt.

"Implicit in all the definitions [of a marketing plan] is the fact the marketing is a total concept of doing business. It is, therefore, axiomatic that you cannot ask your agency to take the marketing responsibility of your organization completely without taking over your business," he said.

"It follows that in the area of marketing planning, the ultimate responsibility for the totality of the marketing plan rests with the advertiser."

Since the agency's responsibility is always a delegated one, Mr. Dietz noted, the effectiveness of the agency's work is determined by how clearly and completely the agency's tasks are delegated.

He also cautioned that the agency should be asked to help in preparing marketing plans "only in those areas where you are willing to give the agency's recommendations serious consideration."

■ John Gillis, vp-marketing of Monsanto Chemical Co., gave the ANA workshop an outline of what general management expects from the advertising manager.

"At Monsanto," he said, "management wants a skilled advertising practitioner *and* a knowledgeable advertising manager."

He noted that the trend to integrated marketing efforts remains strong. "As more companies become customer oriented, from laboratory to cash register, and even beyond, management will require more company oriented advertising managers.

"The ad manager will be expected to think always of his company's entire marketing mix," he said, "to learn everything possible about the products he services and the markets for them, and to study all the talents, abilities and resources within his company that are directed toward placing products or services in the customer's hands.

"Finally, and most important of all," Mr. Gillis said, "management expects and needs—and I think is beginning to demand—more accurate, more reliable and more flexible yardsticks with which to measure advertising performance."

■ Walter G. Barlow, president of Opinion Research Corp., Princeton, N. J., stressed the importance of companies establishing their corporate images with the consumer. Mr. Barlow, whose company offers a corporate image survey service, maintained that corporate image plays an important role in product sales.

Using case studies from unidentified companies, he pointed out that the evidence "demonstrates that the better the total corporate image, the more receptive people appear to be to sales messages."

TEAMWORK—*The 1961 Father's Day poster, released by the Father's Day Council, New York, plays up family teamwork.*

Kerker-Peterson Names Two

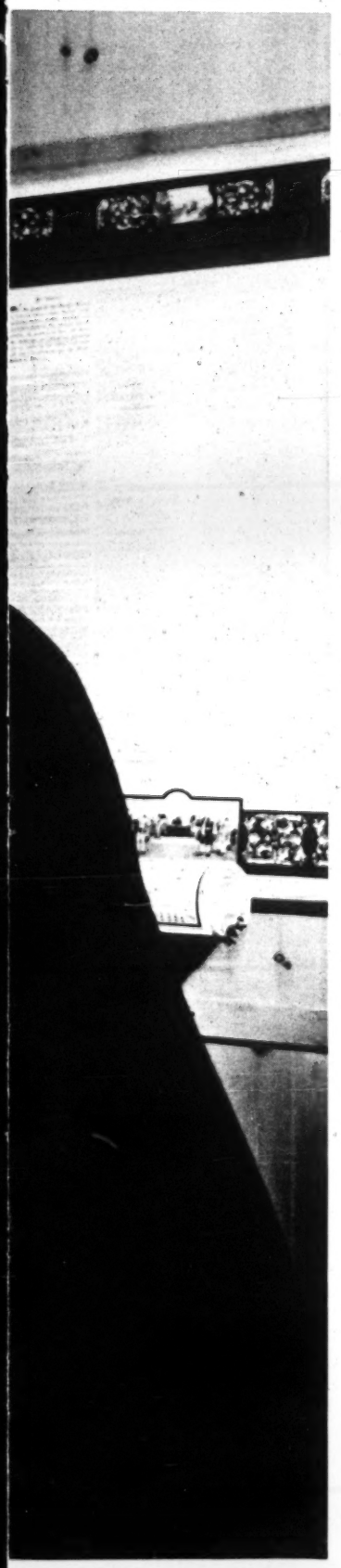
Paul C. Rhodes has joined Kerker-Peterson, Minneapolis, as an account executive. Mr. Rhodes was formerly in the advertising department of the *Observer*, Charlotte, N.C. At the same time, Gary W. Harm, formerly assistant media director, has been appointed media director. Robert E. Marlow, vp and general manager, who has been media and research director since joining the agency in 1952, now will concentrate on marketing and research activities.

'Virginian-Pilot' Boosts Murphy

The *Virginian-Pilot* and *Ledger-Dispatch & Star*, Norfolk, Va., have promoted Harry Murphy, ad salesman, to office manager, general advertising. He will be responsible to L. Rawlings Keefe, recently appointed ad manager.

Thomson Named Ad Head

Dahlberg Co., Minneapolis hearing aid subsidiary of Motorola, has appointed Byron E. Thomson advertising manager. Mr. Thomson was formerly assistant advertising manager.



425-man local marketing staff sells for you...

425 local marketing men join your staff when you advertise in State and Local Farm Papers. They can give you market facts, sales promotion, and merchandising help at the local level where your sales are made.

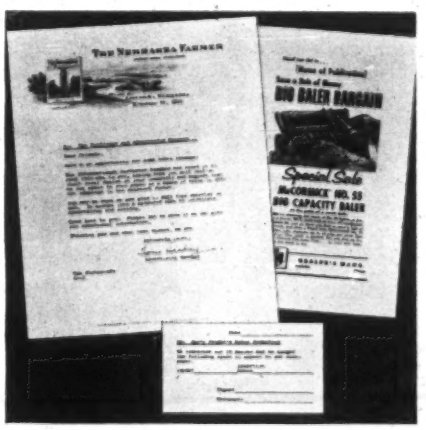
Local market facts, sales promotion, and merchandising are only part of the story. Local editing is another big help.

Local editing takes advantage of differences in climate, farming practices, to keep your prospects reading and believing. Over one hundred fifty editors travel over a million miles a year, and make thousands of local calls to edit State and Local Farm Papers close to your customers. They travel the byways gathering local pictures, local names, and local news. This local flavor puts your ads on a neighbor to neighbor basis with 4 million farmers. You know how well familiar names sell.

You can match State and Local Farm Paper circulation to your markets and outlets, too! Get the full story—write State and Local Farm Papers, Room 1600, 28 E. Jackson Blvd., Chicago 4, Ill.

Uncover new sales for your products with market information. Check your advertising timing against the local farming practices in your distribution areas. Secure local photos . . . testimonials . . . through our 425-man local marketing staff. Let our marketing research staff help solve your problems.

Promote your programs on a local level to distributors, field men, and dealers with our help. Farm paper mailings, promotion letters, and many other local sales promotion aids are available to you. Ask us to serve your special needs. Our marketing staff will work out a local promotion program for you.



Make your ad budget act bigger by coaxing dealers to place more local advertising. Let us send tie-in ad mats to local newspapers. They will sell your dealers on "tieing in" with your advertising. Use this proven promotion with or without co-op ad funds. Ask us for details.

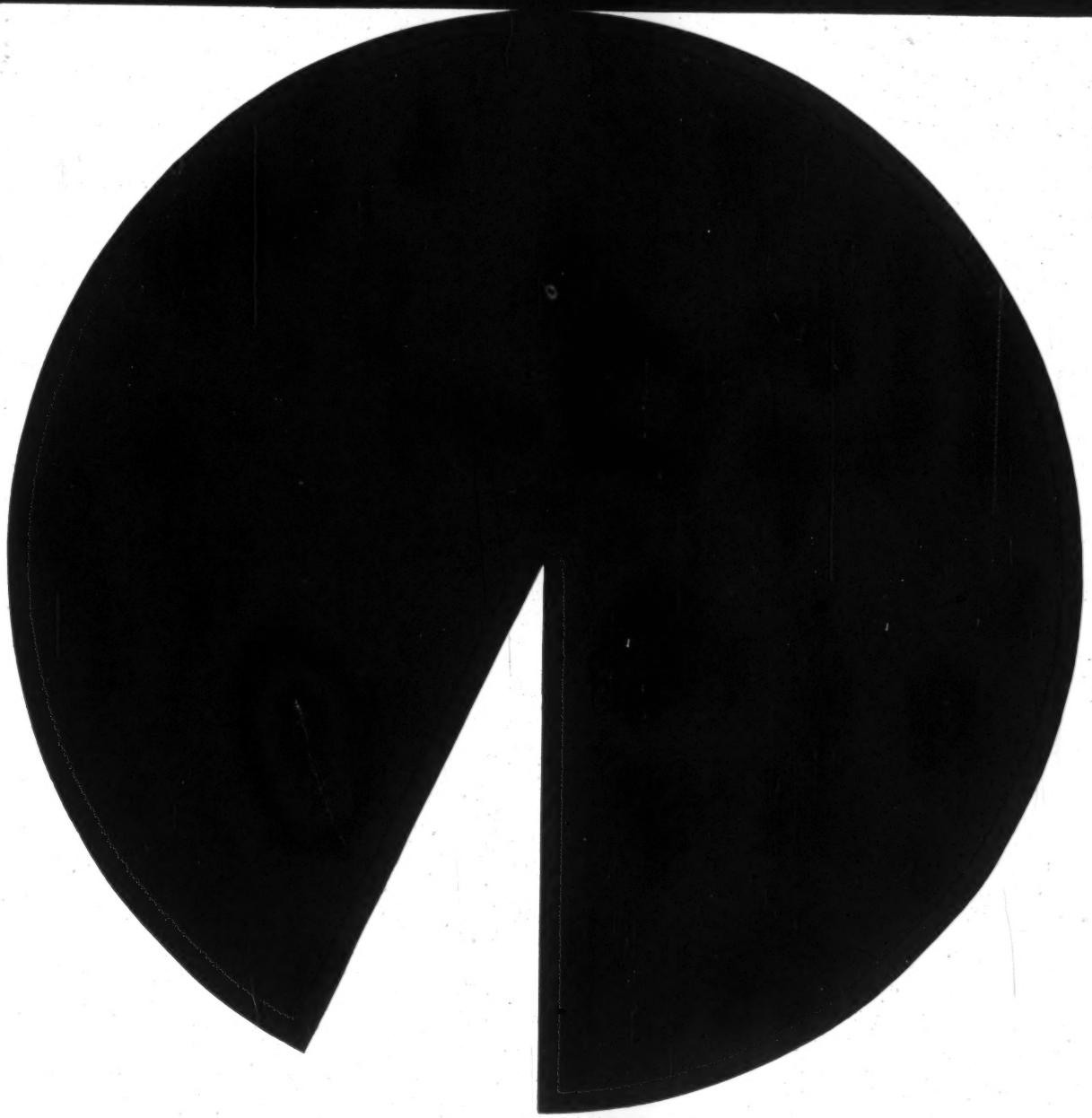
FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

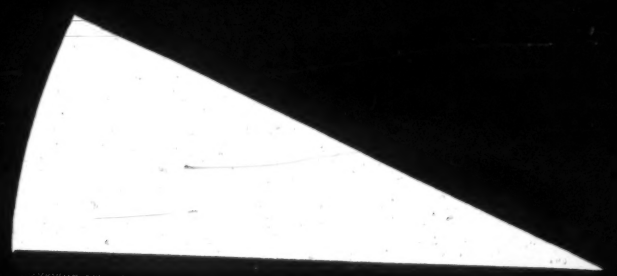
American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer-Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

NEWS ACCORDING TO DOYLE

For the first time in Oklahoma, Frank Doyle, a veteran of more than eighteen years of news broadcasting, presents a fast moving news, weather and sports summary. Not simply wire service copy, but a comprehensive analysis of the NEWS ACCORDING TO DOYLE, Monday through Friday, 10:00-10:15 P. M. Acceptance of program, acceptance of products, guaranteed!

KOCO-TV
abc CHANNEL 5
OKLAHOMA CITY
BLAIR TELEVISION ASSOCIATES
National Representatives





If you sell to industry, the top 18,770 firms are worth more than all the rest combined.

331,000 companies comprise the manufacturing industry. But the top 18,770 firms employing 100 or more people account for more than three-quarters of all value added by manufacture.

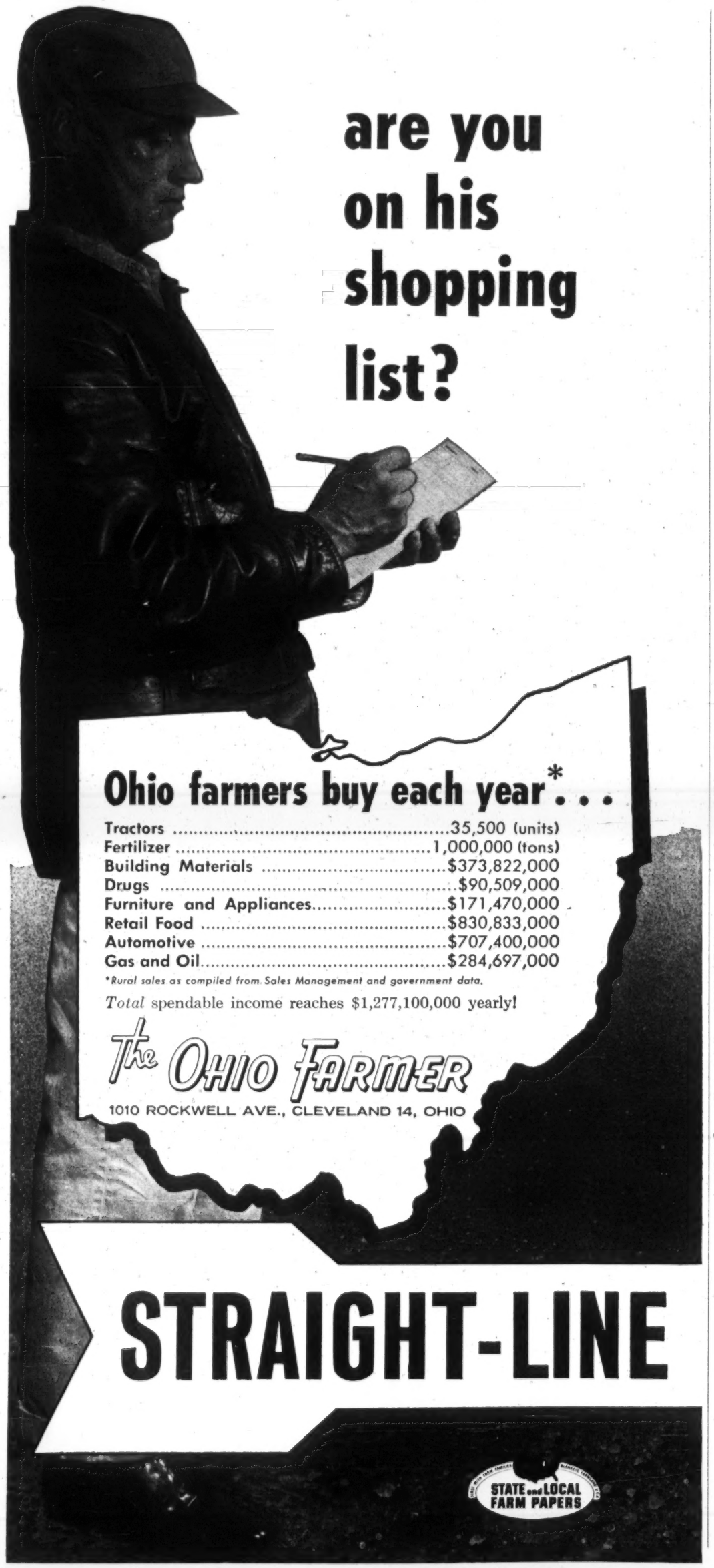
In percentages, the top firms represent less than ½ %

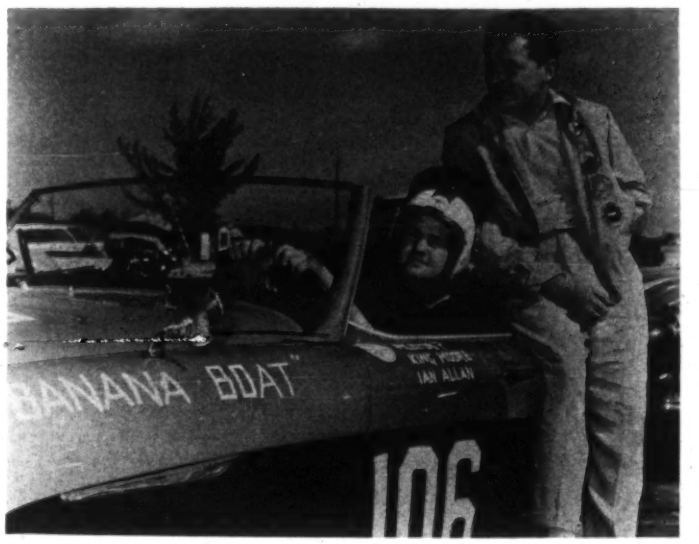
of the 4,589,200 business firms in the U. S. In sales potential they represent the concentrated core of the entire industrial market.

Industrial advertisers agree: It's not the size of your audience that counts; it's how much they buy.

Because Fortune goes where sales come big, Fortune gets results.

FORTUNE
The Magazine of Management





CONTACT—*King Moore and architect Ian Allan raced the "Banana Boat," an Austin-Healey, at the International Nassau Tourist Trophy Races in 1958.*

Moore Stops Sports Car Racing, but Agency Keeps on Building Automotive Account List

HEMPSTEAD, N. Y., Oct. 4—King Moore, an automotive buff who used to toil in the vineyards of Batten, Barton, Durstine & Osborn, will mark his third year as an advertising agency proprietor this November.

Mr. Moore heads the Hempstead agency bearing his name—Kingsbury E. Moore Advertising—and he has managed to turn the neat trick of merging his professional and avocational interests.

A familiar figure at automobile rallies and sports car races for 10 years now, Mr. Moore is widely known on Madison Ave. as cofounder (with Arthur Peck of CBS) of the Madison Ave. Sports Car Driving & Chowder Society (MASCDCS), a zany social club of sports car aficionados who meet once a month at Sardi's to talk about—guess what?

Messrs. Moore and Peck are co-directors of MASCDCS. Everyone else—and there are now some 800 members, 400 of them in the New York area—ranks as a vp.

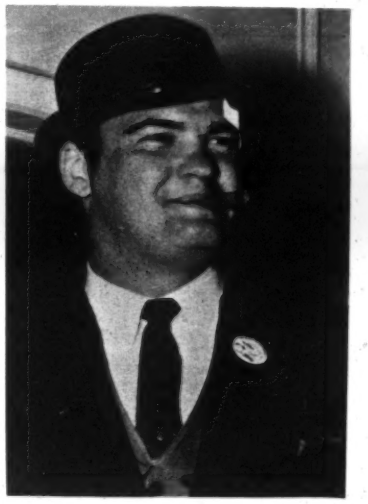
■ The Chowder Society was organized in March, 1957. Mr. Moore left the BBDO media department six months later—after, he says, he became weary of taking calls from people who wanted to know how much pressure to put in their tires.

So Mr. Moore repaired to Hempstead, conveniently near his Long Island home in Baldwin, and set up his own agency. He was encouraged in this move by two personal friends, Stanley Arnold and Henry Austin Clark Jr.

Mr. Arnold heads up Arnold Corp., a Warsaw, Ind., manufacturing company. Mr. Arnold, among other things, builds the Arnold Bristol sports car and is midwestern distributor of the British Motor Corp. automobiles.

Mr. Clark, a Long Island socialite, owns the Long Island Automotive Museum at Southampton, and this was Kingsbury E. Moore's first account.

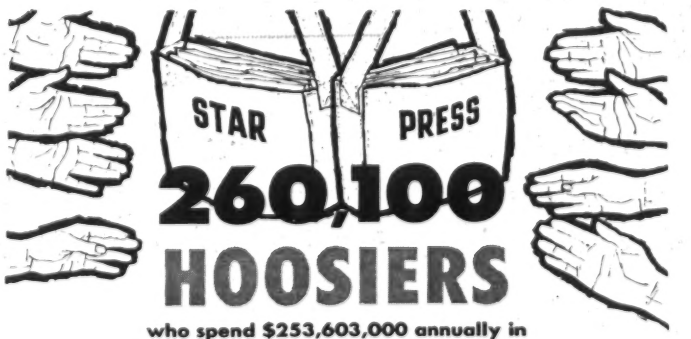
■ It doesn't strain the imagination to guess the general orientation of the account roster. Among the clients: Foreign Cars of Rockland, Johnson Motors, North Country



THAT'S KING—*King Moore showed up in costume at reception marking a vintage car rally sponsored by the Ford Motor Co.*

Motors, Sholz Buick, U. S. Tire Supply Corp. (country's largest distributor of Michelin tires), Vendome Motors (importer of the Panhard), Vintage Car Store and International Auto Plan.

Two of the latest additions—



Bennett Riley Moore

MOMENT OF GLORY—*King Moore captained the Volvo team (Vern Bennett and Art Riley were the two other drivers) which won three first places in a field of 11 sedan cars at the Lime Rock races in 1957.*

signed this month—are Ascot Motors, a Queens dealer, and Guaranteed Auto Prices Inc., a new company which appraises cars for a $10 fee and then guarantees to buy it at the appraised price within the next 10 days.

It's not all automotive. There's some mail order business (Radio Bookshop); real estate (Glickman Corp. and 320 Fulton Corp., Mr. Moore's landlord); Invisible Chef Inc., a new company which supplies bowling alleys and other establishments with ultrasonic machines to warm up frozen food snacks; and Woodbridge Industries, Long Island distributor for Inland Steel.

▪ Kingsbury E. Moore now has a staff of 10, one of whom is Mr. Moore's father, Cyril, who came out of retirement to handle the treasurer's duties at the agency. The shop is now struggling to get over the $1,000,000 billings mark, which King says will make it the third largest agency on Long Island.

Mr. Moore used to race cars regularly (he also used to race outboards, and he played the drums in a trio called "The King's Men"), but he gave up this activity last December at the urgings of his wife, Betty Ann. He notes that he has seen a number of his close friends killed racing.

He is still a regular participant in automobile rallies on the eastern seaboard.

▪ With his accounts handling a wide variety of auto makes, Mr. Moore can be seen behind the wheel of many different cars in the course of a year. His most recent modes of transportation were an Aston-Martin and a Deutsch-Bonnet.

The Moore family car? A 1959 Studebaker Lark station wagon.

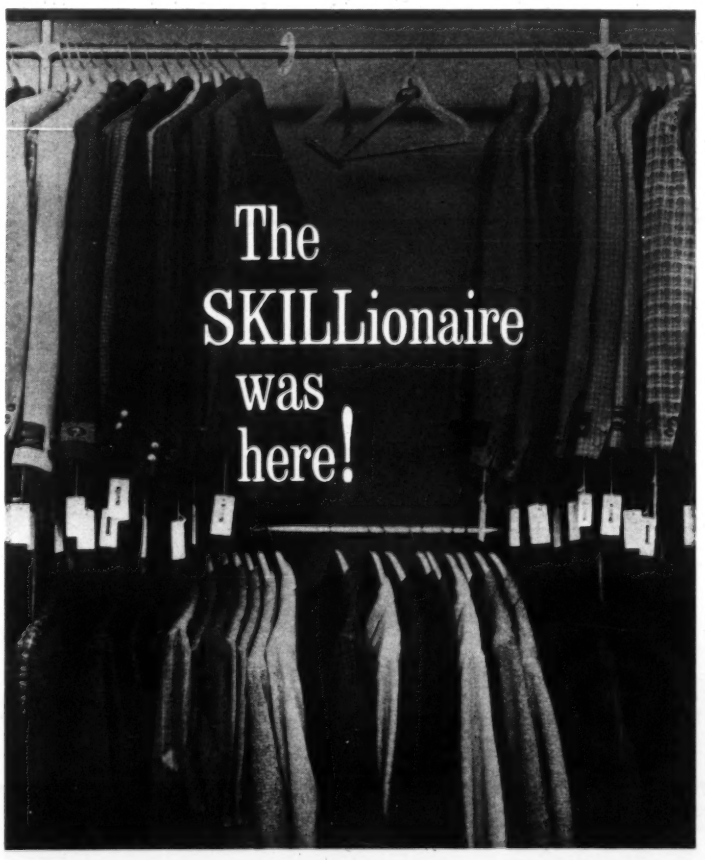
Don Allen Chevrolet, in New York, is now making up for him a special Corvair that will do 125 mph. #

Saunders Named Sales Head

General Outdoor Advertising Co., Chicago, has appointed Roy E. Saunders Jr. sales manager of the Kansas City branch. Mr. Saunders was formerly a national sales representative in Kansas City.

Schenley Boosts Goldberg

Bernard Goldberg, ad director of Schenley Import Co., New York, since 1954, has been promoted to vp in charge of advertising.



make **sure** you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

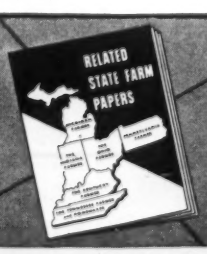
Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Ohio people and Ohio agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

The OHIO FARMER

1010 ROCKWELL AVE., CLEVELAND 14, OHIO

STRAIGHT-LINE ADVERTISING available also in —
MICHIGAN FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING



OE 20 M=
500,000,000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

Mutual Adds 12 Affiliates

Mutual Broadcasting System, New York, has added 12 new affiliates, all former independents. Five of the stations, owned by Robert E. Ingstad, are KEYJ, Jamestown; KEYD, Oakes; KOVC, Valley City, all N.D.; and KEYL, Long Prairie, and KBMW, Breckenridge, Minn. Mutual's other new affiliates are KMEO, Omaha; KWNT, Davenport, Ia.; WOMP, Bellaire, O.; WKTL, Sheboygan, Wis.; WCMC, Wildwood, N.J.; and WGSA, Ephrata, and WTIV, Titusville, Pa. WOMP is rejoining the network after operating as an independent for about one year.

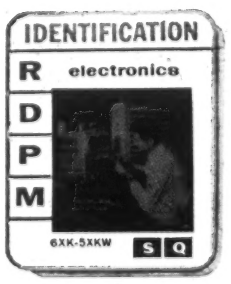
Lewis & Gilman Promotes Two

Frank J. Callahan, vp and copy director of Lewis & Gilman, Philadelphia, has been appointed vp in charge of plans, and Harold A. Langerman, a member of the agency's copy department since 1956, has been promoted to copy director.

Moore Joins Ogilvy

Russell E. Moore has resigned from MacLaren Advertising, Toronto, to become creative head of Canadian operations in Ogilvy, Benson & Mather's Toronto office.

IN A $10.1 BILLION MARKET



That's a conservative estimate of the electronics market this year!

Next year, the electronics man will buy more. $15 billion by 1965 . . . $20 billion by 1970 – the experts tell us. If he's a prospective customer of yours – the electronics man is a buyer well worth cultivating.

Look at the badge that identifies the electronics man. It reads **R**esearch-**D**esign-**P**roduction-**M**anagement. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

Why does he read **electronics**? Because only **electronics** is specially edited each week to meet his reading requirements in engineering and business areas . . . a fact to be remembered when you buy space to reach and influence the electronics industry.

THE ELECTRONICS MAN
"BUYS" WHAT HE READS IN...

electronics ABC ABP

A McGraw-Hill Publication, 330 W. 42 St., New York 36, N.Y.

Food Store Sales Up 3.5% in First Half, Nielsen Says

CHICAGO, Oct. 4—Food store sales rose 3.5% during the first half of 1960, compared with the first half a year ago, after a relatively slight gain of 2.2% in 1959 over 1958.

This report is contained in the 26th annual review of grocery store trends from A. C. Nielsen Co.

Annual food store sales gains from 1950 through 1958 averaged 8.3%; the gain was 7.7% in 1957 over 1956, and 6.3% in 1958 over '57. Nielsen said the 3.5% gain for the first half of this year indicates a comeback for 1960, giving the credit to decreased labor unrest and price hikes in some food categories.

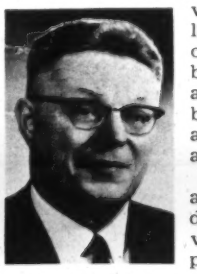
■ Broken down by geographic area, grocery store sales were higher in '59 than in '58 in all areas except metropolitan New York, where sales dropped 0.2%. Increases ranged from 5.3% in New England to 0.4% in the east central states.

For the first six months of 1960, all areas had sales gains over the year-ago pace. The southwest was up 8.7%, and sales in metropolitan New York increased 5%.

The total market for 15 major health and beauty aid lines sold in drug and food stores increased 5.6% in '59, bringing sales to nearly $1.5 billion, Nielsen reported. #

Clark & Bobertz Names Reebel Exec VP in Cleveland

Dan Reebel has been named exec vp of the Cleveland operations of Clark & Bobertz. Formerly a vp, Mr. Reebel joined the agency a year-and-a-half ago.


Dan Reebel

Mr. Reebel also has been director of advertising and public relations of Kennametal Inc. and has been with *Steel*.

Merchants Report Sales Up, Profits Down in 1960

A survey by the National Retail Merchants Assn., New York, reports that 75% expect second-half sales to be ahead of 1959, but they are less optimistic about their profits. Only 42% expect a profit gain for the year as a whole. While 17% of the responding stores expect a sales loss for the second half, 17% anticipate a profit loss.

333 Publication Launched

A new monthly magazine for occupants and employes of the 333 N. Michigan Ave. Bldg., Chicago, has been launched. Edited and published by Hardaker & Gunderson, public relations consultant with offices in the building, the magazine has a monthly circulation of 4,750. Advertising rates are based on $50 per page. Currently a contest is being conducted to name the magazine. Among the suggested names are "Three-Thirty-Three News," "The Trey-Mich.," and "333".

Dr Fleming New Phibbs Head

Dr. James F. Fleming has been named president of Harry C. Phibbs Advertising Co., Chicago, succeeding Mr. Phibbs, who died Sept. 12 (AA, Sept. 19). Dr. Fleming, who joined the agency in 1934, has been vp and medical director for the past eight years. A graduate of Loyola University's school of medicine, Chicago, Dr. Fleming served overseas in the Pacific during World War II as a medical officer in the U.S. Navy.

Today we want to concentrate on figures

Forget the features. The Ladies' Home Journal already has the best ones in the bag. (October examples: How to Bring Up a Daughter, by son-burned Bing Crosby; Your Child's Future Depends on Education, by provocative Admiral Rickover; and Peaceable Lane, by far the most talked-about novel of the fall!) / Today we're talking figures. The Journal, like any lady, rarely throws her chest out - but her statistics will knock your eye out. As reported by ABC for the six months ending with June, the Journal has the largest circulation of any women's magazine...averaging 6,279,365. She also has the largest average number of subscriptions (4,586,086) and the most newsstand sales (1,693,279). / She was beautiful in July, breath-taking in August: newsstand sales measured 1,884,000*. September's total smashed every record for every women's magazine: 6,500,000*. On the average, every issue of the Journal this year is bought by 500,000 more women than the corresponding issue last year. / All of which means that the Journal is stacked in the advertiser's favor.

When the Journal speaks - women listen

NO. 1 MAGAZINE FOR WOMEN / NO. 1 IN CIRCULATION / NO. 1 IN NEWSSTAND SALES

A CURTIS MAGAZINE *PUBLISHER'S ESTIMATE

THREESOME—*Ralston Purina, St. Louis, is introducing a new pack of individual servings of three of its cereals—Wheat Chex, Rice Chex and Corn Chex. The combined pack will be known as Chex-Mates. National distribution will be completed by Jan. 1.*

Researchers Scan New MRCA, Nielsen Services

NEW YORK, Oct. 4—Two new research services offering intermedia comparisons received a somewhat lukewarm reception last week at a New York chapter meeting of the American Marketing Assn.

Representatives of A. C. Nielsen Co. and Market Research Corp. of America outlined their new services before a panel of agency and media researchers.

The Nielsen and MRCA services (AA, Sept. 26, June 20) are the first regular services to attempt a measurement of both the television and magazine audiences.

The theme of this meeting was: "Is this the end of apples and oranges?" or, put in other words: "Will advertisers now be able to make meaningful comparisons between the television and the magazine audience?"

The answer, based on the current discussion, seemed to be: "No. However, this may be a step in the right direction."

■ Tom Coffin, director of research for the National Broadcasting Co., took the most hostile stance. He described the new services as "sleeping pills" more likely to mislead than to make a contribution to media strategy.

He said the new services will be developing data "which we already have" and he charged that both companies are "dodging the central issue," which he identified as measurement of how advertising in the different media acts on consumers.

Mr. Coffin also questioned why the two services were ignoring the findings of the audience concepts committee of the Advertising Research Foundation, which he said has spent several years studying this problem. Mr. Coffin pointed out that this committee—headed by Seymour Banks, research vp of Leo Burnett Co.—had decided that medium vs. medium comparisons would be of limited value without a measurement of the performance of the advertisements themselves within each medium.

■ Dr. Darrell B. Lucas, onetime ARF technical director and consultant to Nielsen on its new service, disputed Mr. Coffin's claim that the ARF committee had taken a definite stand against the kind of measurements now being offered.

Mr. Coffin replied smilingly that he had taken the precaution of calling Seymour Banks to confirm his impression. He reported Dr. Banks as "quite cool" to the Nielsen and MRCA services.

Donald McGlathery, Nielsen account executive, then retorted that he didn't know about Dr. Banks' opinion but he could report that "Leo Burnett has bought our service."

Bissell Ends Sales to Catalog Houses

GRAND RAPIDS, Oct. 4—Bissell Inc. has announced that it has discontinued all sales to catalog houses, effective immediately.

In explaining the move, Walter C. Rein, general sales manager, said that "Bissell's policy has been and is to back up its retail dealers at the local level.

"Discontinuance of sales to catalog houses is part of this continuing policy. Formerly, catalog houses performed a function of serving retailers. However, in the past few years they have actually become retailers themselves, selling directly to the consumer," he said.

■ In the past, Bissell has sold to only four or five catalog houses, and sales to these outlets represented only a small percentage of total Bissell sales, Mr. Rein said. Bissell, which sells only to department stores, felt it could best maintain a fair profit margin for all retailers by stopping sales to catalog houses, he added. #

Tibbetts, Rosenberg to L&N

Hubert M. Tibbetts, formerly vp and general manager of Salada-Shirriff-Horsey, has joined Lennen & Newell, New York, as a senior vp and management account supervisor on the Best Foods division of Corn Products Co. Prior to joining Salada-Shirriff in 1957, Mr. Tibbetts was with Lever Bros. Co. seven years. Ralph Rosenberg Jr. has rejoined L&N's copy department following a year with Reach, McClinton & Co. as vp and copy director. He previously had been in the copy department of L&N for three years.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the **complete** service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

"THIS NEW LINK WILL MAKE NORFOLK, VA., THE MANHATTAN OF THE SOUTH!"

Charles K. Agle
City Planning
Consultant,
Princeton, N.J.

Construction has begun!

"*Once the Chesapeake Bay crossing is completed, Greater Norfolk, the experts say, will burst into millions and become the South's leading market.*"
—NEWSWEEK MAGAZINE

The new 17½-mile bridge-tunnel link will put Tidewater, Va., 70 miles and 1¼ hours closer to New York, and on the fastest route to Florida.

This mammoth 200 million dollar project already is boosting business in the market. What a time and place to plant a promotion dollar, for profit, for growth!

Already metropolitan Tidewater (Norfolk & Newport News) has the greatest concentration of population in the entire Southeast—820,000 people in half the area of metro Atlanta or Miami!

TIDEWTAR is a better way to spell it, and sell it. For WTAR-TV is the most powerful medium in the market—first in every rating survey ever made here!

WTAR-TV

Represented by Edward Petry & Co., Inc. The Original Station Representative

NORFOLK, VIRGINIA
CHANNEL 3 CBS

Another member of the panel, Edward B. MacDonald, director of advertising planning for *Look*, had some reservations—particularly on the question of whether print was being short-changed on its cumulative audience—but he said "this issue has been ducked long enough" and he was glad to welcome the new services as a start. "Let's get the quantitative first; then we'll get the qualitative," he stated.

G. Maxwell Ule, senior vp of Kenyon & Eckhardt, also had reservations, but described himself as "reasonably optimistic."

■ E. L. Deckinger, media vp of Grey Advertising Agency, hedged completely. He wondered whether the two companies would be offering exactly this type of service if they had all the money they wanted at their command. "Or are they just smearing this on the bread to see if the cat will lick it up?" he asked.

Mr. McGlathery answered that if Nielsen has unlimited funds it would offer the same service—although perhaps with some additional "refinements."

■ The Nielsen service will utilize the personal interview-interest technique to measure the audiences of 12 magazines (including three Sunday supplements) along with the customary Nielsen electronic measurement of the network television audience. Its first report will be ready in February.

Mr. McGlathery also revealed that Nielsen is "actively investigating a measurement of the newspaper audience."

The MRCA service, already in operation, uses a 5,000 family panel to report on the audiences of 35 magazines. Its tv audience measurement is based on a panel of 2,500 families. #

Aubrey Named Brand Chairman

James T. Aubrey Jr., president of the CBS television network, has been named chairman of the Brand Names Week planning committee for 1961. The week is scheduled for May 4-14.

Old Sunny Brook Plans Western Ad Push in Magazines

NEW YORK, Oct. 4—Old Sunny Brook advertising, which for years has kept to the great outdoors (and newspapers), will hit the trail back into magazines in the fall ad campaign kicking off in October.

For the third year running, Old Sunny Brook—a National Distillers Corp. product—will be featured as "The great whisky of the old West," and the art going in the ads will be paintings by Frederic Remington of the pioneer days.

By going into magazines again, National is taking advantage of the regional distribution provided by these books, as Old Sunny Brook has little distribution in the East, being marketed primarily in the South, West and Midwest.

■ The Remington subjects to be highlighted this fall are two from the "Winning the West" series. One is "Sante Fe Trail," showing a wagon train crossing the desert, and the other is "Downing the Nigh Leader," depicting an Indian attack on a stagecoach.

ON THE TRAIL—*This Frederic Remington painting will feature National Distillers Corp.'s fall campaign for Old Sunny Brook whisky.*

In galloping down the well-worn trails of the West for the third year running, National feels it is capitalizing on the public interest reflected by the success of western themes in films, on tv and in the big magazine market.

Old Sunny Brook will feature in four-color page ads in *Look* and *The Saturday Evening Post* as follows: *Look*, Oct. 11, Nov. 8 and Dec. 6; *Post*, Oct. 22, Nov. 19 and Dec. 17.

A $680,000 advertiser in newspapers last year, Old Sunny Brook is scheduled for over 160 newspapers in four-color page ads and 1,000-line ads in two colors and b&w.

Also on the schedule are 30-sheet posters and painted bulletins slated for about 150 markets.

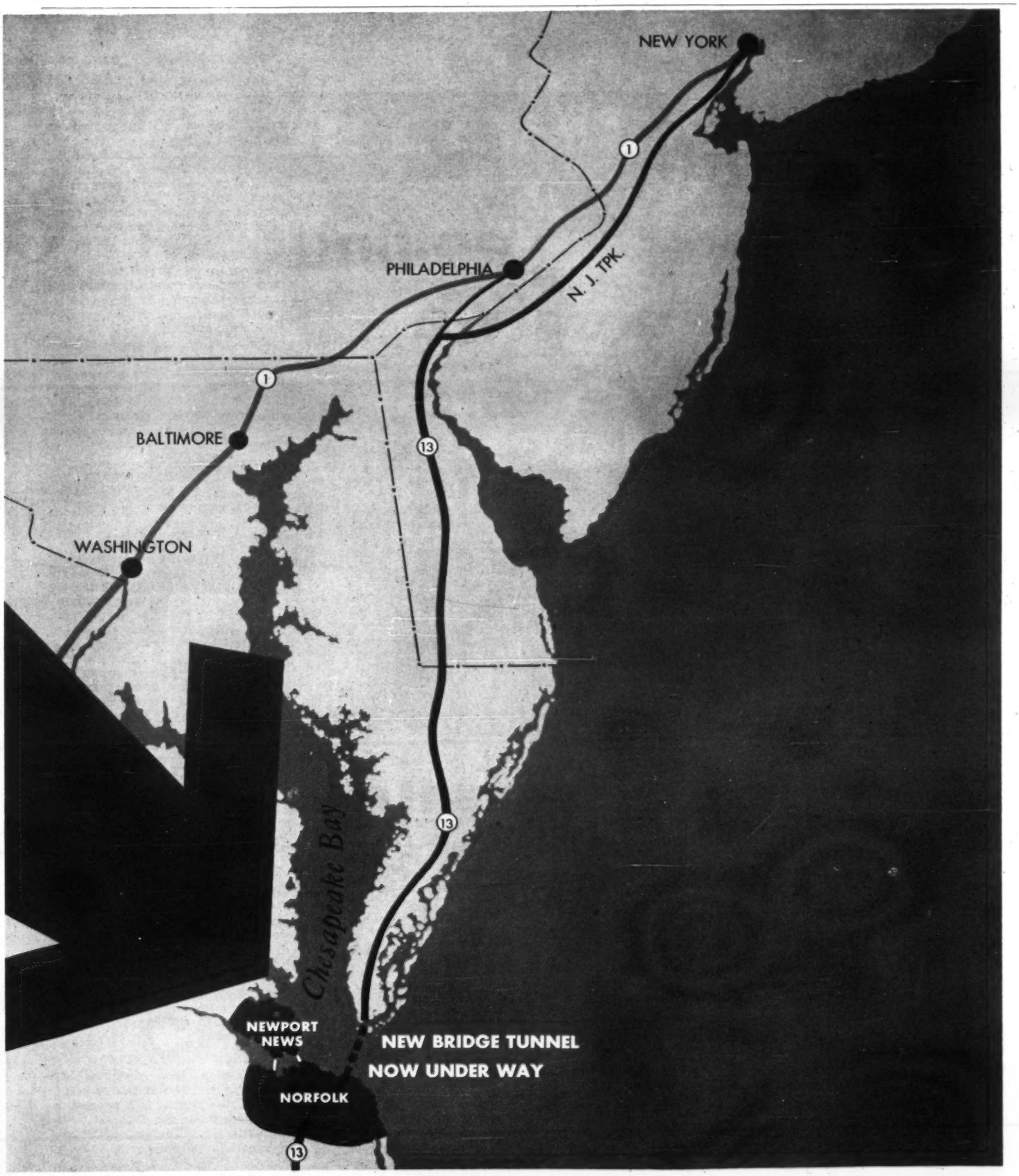
Lawrence Fertig & Co., New York, is the agency. #

Oct. 10 'Life' Makes Record

Life's Oct. 10 issue will carry $5,000,000 in advertising, "the first time in publishing history that a single issue of any magazine" ran so much paid space. The issue will carry 71.5 pages of four-color ads and 23 multiple-page units. *Life's* 1960 ad revenue to Oct. 10 will then surpass $105,000,000.

Charles Charney Adds Raewin

Raewin Clothes, New York, manufacturer of men's clothing, has appointed Charles J. Charney & Co., New York, to handle advertising.



Cover Indiana Without Elkhart?

The Elkhart Truth covers 62.3% of the homes in Elkhart County—127% more than the second best paper.
Elkhart County is 6th* in income, 4th* in CSI per household ($7,778) in Indiana.

*SRDS

THE ELKHART TRUTH

Represented by
Johnson, Kent, Gavin & Sinding, Inc.

Canaveral is the center for space tests because conditions are ideal . . .

PORTLAND
MAINE

is the center for product tests because conditions are ideal

PORTLAND MAINE NEWSPAPERS
PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM
94% coverage of ABC retail zone 100% coverage of city zone
represented by Julius Mathews Special Agency

1 FIRST in the United States among cities under 150,000 pop.

6 SIXTH in the United States among ideal testing cities regardless of pop.

2 SECOND of all testing cities in New England regardless of size.

source: Sales Management

Kingston Trio Merchandised

Eight menswear manufacturers are participating in a cooperative effort to advertise and merchandise Kingston Trio fashions, beginning with the 1961 spring-summer season. They are, to date: M. Nirenberg & Son Inc.; Himalaya Knitwear Co.; Jefferson Mfg. Co.; Friedman-Marks Clothing Co.; Canterbury Belts Ltd.; Reis of New Haven; Rudolph Ornstein & Sons Inc.; and Linnett Formal Clothing Co.

New Raleigh Catalog Out

A new catalog of Raleigh cigaret premiums now being distributed by Brown & Williamson Tobacco Corp. is a 48-page color booklet containing 287 premiums redeemable for Raleigh coupons—59 more items than included in the previous catalog. The center spread explains the company can "afford to" because "we use the greater part of our advertising money to buy premiums for you."

PRESIDENTS
OF 9 OUT OF 10
PHILADELPHIA-BASED
COMPANIES WOULD
CONSIDER THE
LAVENSON BUREAU
OF ADVERTISING
AS THEIR AGENCY

(# IN DOUBT IF THEIR DIRECT SIRE RELATIVES WAS WERE PRESIDENTS OF OTHER AGENCIES)

MAILERS—*This is one of a series of six mailing pieces being sent out by Lavenson Bureau of Advertising to promote new business. Line at the bottom reads, ". . .if so many of them didn't have relatives who were presidents of other agencies."*

Lavenson Mail Pieces Spoof Statistics in Seeking Business

PHILADELPHIA, Oct. 4—Lavenson Bureau of Advertising is seeking new business via a series of mailing pieces that poke fun at marketing statistics.

The pieces are being mailed out once a month in standard-size file folders, each a different color. Each piece is entitled: "LBA report: Important advertising statistics compiled from exhaustive surveys conducted by the Lavenson Bureau of Advertising."

Attached inside the folder is a large fold-out sheet on which the message is printed in large all-cap type. The message, in each case, is a spoof on statistics.

For example, one reads: "78.6% of those companies who will not use the services of an advertising agency this year fall into one of two categories: 32.1% won't hire an agency because business is too bad to afford one . . . 46.5% won't hire an agency because business is too good to need one . . . N.B. the other 21.4% went out of business because they thought they fell into one of these categories last year." #

Irving Trust Co., 4 Others Win First Financial 'Oscars'

Irving Trust Co. was awarded top prize among large commercial banks and "best of show" among all entrants in the first annual financial advertising contests conducted by the New York Financial Advertisers Assn. Irving Trust's winning ad was an all-copy four-color reproduction of the phrase "The bank for bankers and business men" in several different languages.

Other winners, which also received a statuette of a town crier, were Bowery Savings Bank, Fairfield County Trust Co., Merrill, Lynch, Pierce, Fenner & Smith and Knickerbocker Federal Savings & Loan Assn. Several hundred ads were submitted by 66 institutions in the New York area.

Tel-A-Sign Plant Opens

Tel-A-Sign Inc., producer of plastic lighted and animated point of purchase signs, has opened a new manufacturing plant at 3401 W. 47th St., Chicago, with approximately 130,000 sq. ft. of floor space.

WHO-TV HAS BUY-APPEAL!

Thousands of Central Iowa housewives get most of their shopping and *buying* ideas from WHO-TV — because this station reaches more of their homes in 80 of 120 quarter hours surveyed, from Noon to 6 p.m., Monday through Friday (NSI — June 20-July 17, 1960).

Family Theatre, an exclusive WHO-TV production, reaches an average of 49% more homes than any other station in the market — Noon-2 p.m., Monday through Friday!

WHO-TV's "station time" programming is produced with the state's leading television personalities and studio facilities, plus one of America's most complete film libraries*.

Sell Central Iowa's housewives, at a low cost per thousand, on daytime WHO-TV. Ask your PGW Colonel for availabilities!

*MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion," "Sunset," "Santa Monica" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.

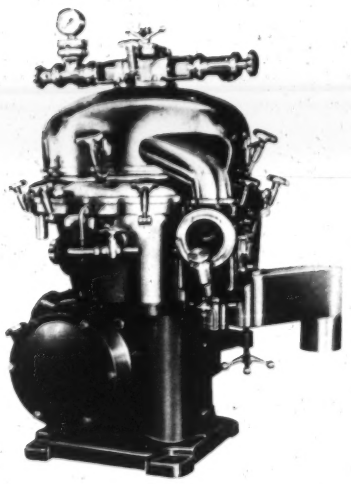
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV

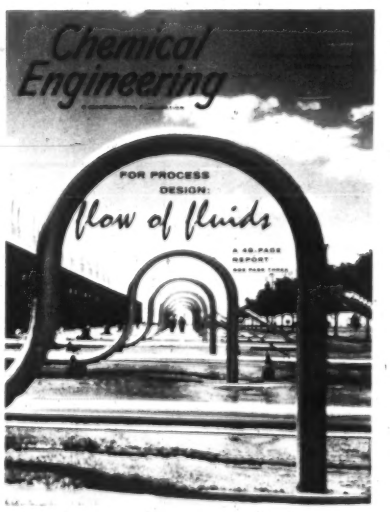
WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

DE LAVAL boosts brand recognition 58%...steps up sales...in a classic application of an aggressive new marketing strategy and increased advertising power concentrated on the technical decision-makers who read...





CHEMICAL ENGINEERING

MAY, 1958 DeLaval makes a critical marketing

"How do DeLaval Separator's centrifugals rate in the Chemical Process Industries?" sales and advertising management challenged themselves. And then, facing up to fact, said, "*Let's find out!*"

It's a wise man who knows that before he can decide where he wants to go, he has to know where he is right now. Fred Wheelwright, Manager Industrial Sales, had to call the turn. Ad executive Bob Kubick had to pinpoint DeLaval's present CPI competitive position . . . via a brand recognition study over CHEMICAL ENGINEERING's subscriber list. Short and sweet, it asked simply this:

"What companies do you consider to be the leading manufacturers of centrifugal separators?

The year previous, DeLaval had no space in CHEMICAL ENGINEERING – in 1956, 6 pages. Was this another case of trying to ride along on past reputation? Well, that's just about what this study revealed . . . CE's readers rated DeLaval No. 3 supplier. The scoreboard shows them with half the brand strength of the leader, and certainly not much room for competitive comfort between No. 3 and No. 4.

CENTRIFUGAL BRAND RECOGNITION 1958 STUDY

Position	Company	Total Mentions
1	COMPANY "A"	57%
2	COMPANY "B"	35%
3	**DELAVAL**	29%
4	COMPANY "D"	25%

Keep in mind that DeLaval was competing for CPI business with at least two dozen centrifugal manufacturers, a majority of whom were regular CE advertisers. And those taking the most profitable share of the business were using every issue schedules (CE was a monthly then). This CPI centrifugal business wasn't waiting around to fall in anybody's lap. Fred Wheelwright and Bob Kubick and their associates had to sweat out a new marketing strategy, sell it within the company, and then make it work.

JULY, 1958 . . . DeLaval authorizes an exclusive 14-page ad program in Chemical Engineering

Once they knew where they stood, DeLaval separator put on concentrated pressure in CE's pages. A solid schedule of pages and spreads presented their centrifugals and engineering service in terms of on-the-job processing problems. Good, biting headlines talked turkey to technical decision-makers. And backed it up with facts, figures, detailed flowsheets.

FEBRUARY, 1959 . . . again DeLaval asks its major buying influences how they rate centrifugal makers

Look! Something's been happening here to intrigue any marketing man. In less than a year, see how DeLaval (although still in the No. 3 slot) has sharpened up competitively. Note its climb from a 29% recognition factor in '58 to this impressive 39%. The differential marks a 30% improvement

CENTRIFUGAL BRAND RECOGNITION 1959 STUDY

Position	Company	Total Mentions
1	COMPANY "A"	58%
2	COMPANY "B"	41%
3	**DELAVAL**	39%
4	COMPANY "D"	22%

...the Separator Co. CPI decision

in a big, tough market. Here, certainly, the first straws of evidence of what educated brand sellers in other markets have learned . . . *strong schedules of strong copy in strong media really make a dent.*

MARCH, 1959 . . . now DeLaval boosts its concentrated CE advertising attack to 26 pages

Two-page spreads started hitting on regular cycle... bang! bang! bang! And a superb job by DeLaval's agency, Marsteller, Rickard, Gebhardt & Reed, in backing up its confidence in CHEMICAL ENGINEERING to carry the advertising load alone, with an equally intelligent "Problem - Solution" copy technique, ideal for engineering minds. Graphic presentation, too, was unique and distinctively "DeLaval". Starch scores across the board "Noted—Seen-Associated—Read Most" spontaneously reflected this. Inquiries accelerated. All response factors were affected favorably.

JANUARY, 1960 . . . CPI sales step up, DeLaval does its third "Where-do-we-stand?" survey

Sustained, positive action produces positive and profitable reaction. Just see for yourself how much momentum it built up for DeLaval in two years of aggressive sales planning and ad programming. Who's the strong No. 2 in centrifugal brand recognition now?

CENTRIFUGAL BRAND RECOGNITION 1960 STUDY

Position	Company	Total Mentions
1	COMPANY "A"	55%
2	DELAVAL	46%
3	COMPANY "B"	43%
4	COMPANY "D"	21%

The 43% recognition figure you see on this table represents a 58% increase over DeLaval's 1958 status. And although the No. 1 centrifugal manufacturer has maintained his brand position, DeLaval has closed in, can now challenge the leader. What will the scoreboard reveal in 1961?

FEBRUARY, 1960 . . . full speed ahead as DeLaval adds color for greater impact to its 26-page CE ad program

At this point, we ought to let the people at DeLaval say something. Don't you think so? Read this direct quote from Messrs. Wheelwright and Kubick!

"In the past two years our sales of centrifugals to the Chemical Process Industries have significantly increased. Other products mentioned in our ads, plate heat exchangers and vibrating screens, have also shown considerable sales gains. We feel this is the result of our special marketing program, and in particular our advertising program exclusively in Chemical Engineering."

But in the final analysis, whose opinion means more than anyone else's? The buyer's, of course. Note, please, these two selected verbatim quotes from the many CE subscribers who commented on recent DeLaval ads. Selected deliberately to indicate the range of CE advertising-at-work ...from the reader first learning DeLaval even made centrifugals, to the buyer ready to place an order.

"First became aware of DeLaval in CHEMICAL ENGINEERING."

"Contacted local sales agent and received a quotation on the equipment."

A hundred pages of advertising a year in CHEMICAL ENGINEERING won't automatically make you or any other CPI marketer more successful. But realistic thinking, sane objectives, copy cued to the self-interest of technical decision-makers, and *then* your dominant schedule concentrated in CHEMICAL ENGINEERING . . . this is virtually an unbeatable formula.

WANTED / *more advertising successes*

No matter who you are, where you are, whether you're little or big, long in business or just born . . . we can and want to help you take this CPI market apart, understand how to do more business with its technical decision-makers, uncover new product applications, build a stronger sales force, find out where your brand stands competitively with the men-who-buy. Whatever your current situation, there's a CE man on this page as close to you as your telephone, well-armed and willing to work with you and your agency. No strings attached. Because selfishly what we're interested in more than anything else is helping you achieve greater advertising success and step up your CPI sales.

R. G. Frederick
Oxford 5-5959
500 Fifth Ave.
NEW YORK 36

G. S. Ryan
Express 1-1314
4 Gateway Center
PITTSBURGH 22

J. B. Uphoff
Huntley 2-5450
1125 W. Sixth Street
LOS ANGELES 17

Robert T. Koch
Douglas 2-4600
68 Post Street
SAN FRANCISCO 4

J. R. Emery
Oxford 5-5959
500 Fifth Ave.
NEW YORK 36

J. M. Rodger, Jr.
Mohawk 4-5800
520 N. Michigan Ave.
CHICAGO 11

R. T. Wood
Riverside 7-5117
901 Vaughn Bldg.
DALLAS 1

E. E. Schirmer
99 Farringdon Street
LONDON EC4

A. L. Gregory
Oxford 5-5959
500 Fifth Ave.
NEW YORK 36

C. M. Crowe, Jr.
Woodward 2-1793
856 Penobscot Bldg.
DETROIT 26

R. K. Burnet
Jackson 3-6951
Rhodes-Haverty Bldg.
ATLANTA 3

E. S. Murphy, Jr.
95 Farringdon Street
LONDON EC4

E. M. Schellenger
Locust 8-5330
6 Penn Center Plaza
PHILADELPHIA 3

L. E. Davis
Mohawk 4-5800
520 N. Michigan Ave.
CHICAGO 11

J. W. Patten
Alpine 5-2981
1700 Broadway
DENVER 2

M. R. Zeynel
2 Place du Port
GENEVA

A. S. Reed
Hubbard 2-7160
350 Park Square Bldg.
BOSTON 16

John Mitchell
Superior 1-7000
55 Public Square
CLEVELAND 13

Scott Hubbard
Pacific Building
PORTLAND 4

Stan Kimes
85 Westendstrasse
FRANKFURT/MAIN

CHEMICAL ENGINEERING

A McGraw-Hill Publication, New York 36, N. Y.

AFA Washington Embassy Completes Worrisome Initial Year of Operation

Unit Was Busy Building Liaison Network Linking Ad, Government Groups

WASHINGTON, Oct. 4—Just a year ago, the Advertising Federation of America opened a Washington office—"to establish the missing informational and educational link between advertising and the nation's capital."

The lettering was hardly dry on the door before congressional probing of tv quiz scandals plunged advertising into its most worrisome Washington year within memory.

Investigators kept the pot boiling, and regulatory agencies launched aggressive campaigns to track down "offenders." In a matter of months, AFA's files accumulated at least 130 separate legislative proposals to limit advertising in one way or another.

Only a handful of these proposals got serious consideration, but if any considerable number of them had passed, says Donald J. Wilkins, AFA vp here, advertising's freedom would have been seriously impaired.

■ Mr. Wilkins opened AFA's Washington office last Oct. 1 after serving as Washington vp of Erwin Wasey, Ruthrauff & Ryan. His 25-year career in advertising had also included service with Roche, Williams & Cleary, Chicago, and Robert W. Orr & Associates here.

In the face of the rising anti-advertising tide, AFA's new office cooperated with media organizations and other related groups already represented here, and provided AFA members with a continuing flow of reports on individual situations that required attention.

As one of his first moves, Mr. Wilkins organized an AFA inter-association luncheon group to assure an interchange of information with like-minded organizations. Through these interchanges, AFA helped groups like Magazine Publishers Assn., National Association of Broadcasters and Direct Mail Advertising Assn. to work toward a "united front" on such problems as postage rates, tax treatment of "lobbying" ads, and Federal Trade Commission supervision of misleading advertising.

■ As an organization with "roots" in 136 communities, AFA regarded itself as singularly well-equipped to stimulate interest in legislative developments. But the Washington office was to be only a listening post, under orders to work wholly in the area of "communications" without involving itself in lobbying in any manner.

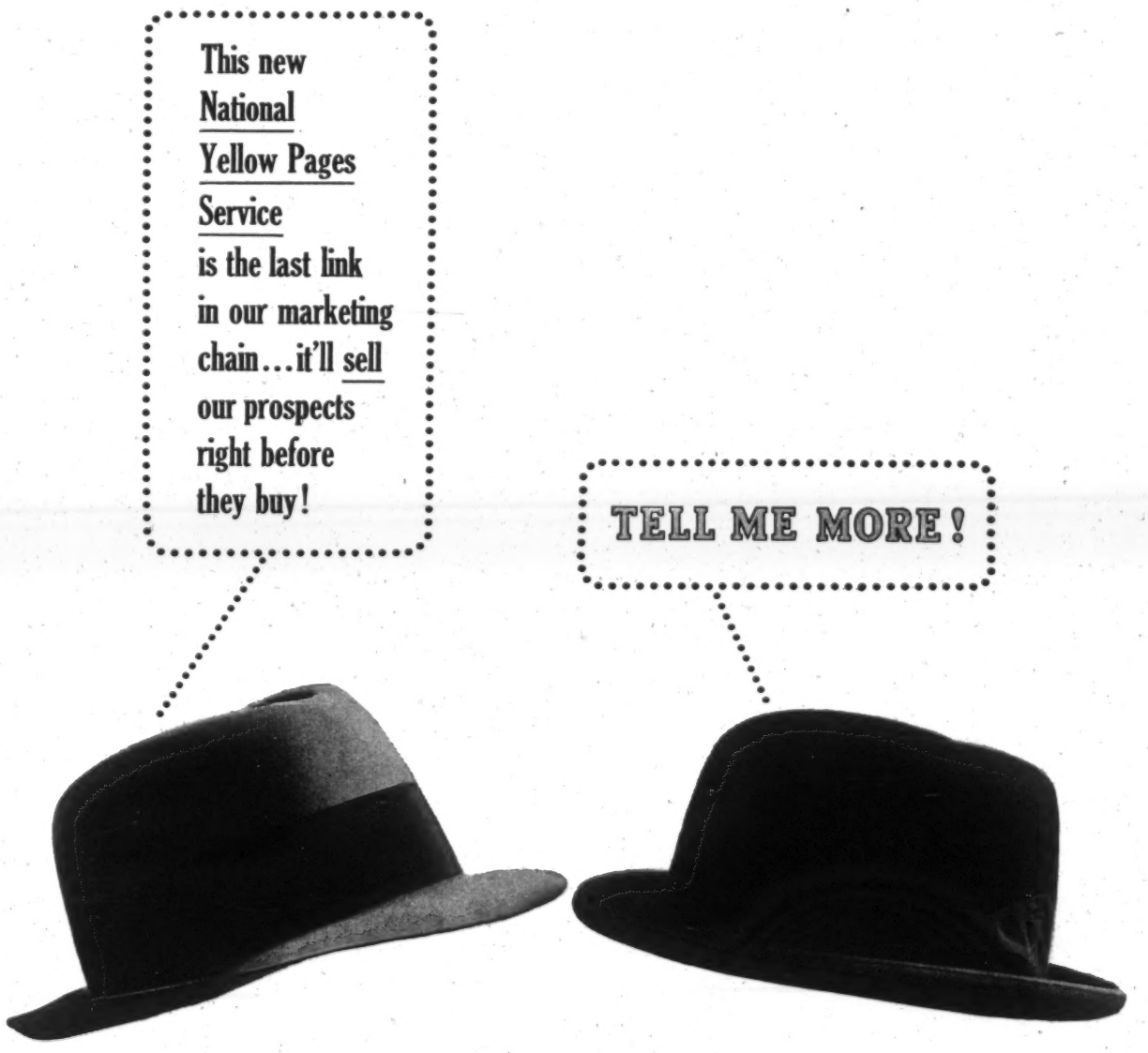
"Our left flank is anchored on Capitol Hill, where we can keep a watchful eye on what goes on in the Senate and the House, and our front line extends down Pennsylvania Ave., past the FTC, the Department of Justice, the Post Office Department, the Federal Communications Commission, the Department of Commerce, the Treasury Department—including the Internal Revenue Service—right up to the White House itself," Mr. Wilkins explains.

With only a secretary to assist him, Mr. Wilkins has "covered" meetings and hearings which involved issues important to various segments of the advertising business. Reports of these meetings, together with copies of appropriate documents, have been relayed to AFA, its general counsel and its appropriate committee chairmen.

■ During the initial six months, there were 13 hearings to be covered, ranging from the tv quiz hearings, the Internal Revenue Service hearing on regulation of lobbying ads, and post office committee hearings on obscenity legislation to postal rate hearings, and a proposal to set up a government advertising program to promote tourism.

In addition to a monthly "Washington Digest" for the "AFA News," the Washington office issued more than a dozen special legislative bulletins alerting ad clubs to major legislation that required attention. Status reports were prepared listing dozens of legislative proposals in the AFA file, with up-to-date reports on where each stood.

Besides supplying information about Washington developments for the guidance of AFA's policy makers and clubs, the Washington



Ad Mgr.: Well, it's our one sure way of selling prospects at the point of decision — and moving them to *our* point of sale.

MKTG.DIR.: Use the Yellow Pages to *sell*?

Ad Mgr.: Right! New NYPS lets us tell people *why* to buy as well as *where*. We can now run the same kind of selling advertising in the Yellow Pages as we use in other media, and reinforce our selling message when people are ready to buy.

MKTG.DIR.: But what about our tricky marketing set-up?

Ad Mgr.: With NYPS, we can buy ads in any combination of over 4000 Yellow Pages directories across the country.

MKTG.DIR.: Do we *need* 4000 directories?

Ad Mgr.: Probably not. We buy only as many directories as we need to cover our market. There's no waste circulation.

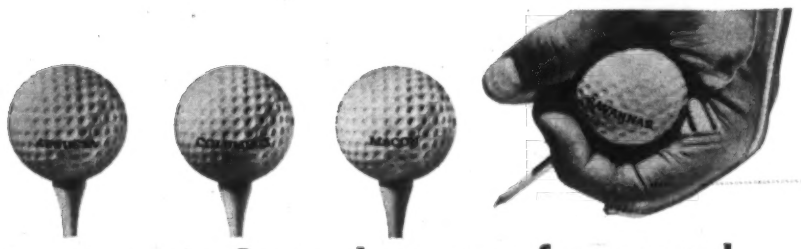
MKTG.DIR.: Sounds good. Let's move on it.

Ad Mgr.: We are — the NYPS rep and the agency are working on a plan right now!

ONE CONTACT / ONE CONTRACT / ONE MONTHLY BILL

NEW NATIONAL YELLOW PAGES SERVICE

For details contact your NYPS representative through your Bell Telephone office.



The Georgia Group is now a foursome!

Now Savannah joins Augusta, Columbus and Macon in the Georgia Group . . . creating a dynamic $2 billion dollar market . . . 28th in size nationally! The Georgia Group is a package buy . . . it's one order, one bill, one check, and savings up to 13% on each 10,000 lines. Play Georgia's billion dollar fairway with the *winning* foursome . . . the bigger, more powerful Georgia Group!

THE **Georgia Group**

AUGUSTA *Chronicle and Herald*
COLUMBUS *Ledger and Enquirer*
MACON *Telegraph and News*
SAVANNAH *News and Press*
Represented nationally by
THE BRANHAM COMPANY

office found itself called on to provide congressmen and government agencies with information about advertising.

■ It provided on-the-spot contact between AFA and FTC when the commission was considering tougher policing procedures in the advertising field early this year. As the contact with FTC developed, AFA was able to stress the policing machinery which already existed in AFA and the individual adclubs.

In February, at the peak of the reaction to the quiz and payola hearings, the Washington office participated in arranging the second annual AFA mid-winter Washington conference.

Over 300 advertising men and women participated in the conference, which was a prelude to AFA's "Advertising Truth Book," establishing new self-policing procedures for individual advertisers and adclubs. An estimated 300 members of Congress and government officials attended the reception at the conclusion of the conference, in many cases as the personal guests of local adclub leaders from their home districts.

■ When the AFA office opened last year, it was supposed to be the forerunner of a big AFA Washington operation, with AFA headquarters moving here from New York. With the decision to keep AFA in New York, there has not been any further word about changes in the size or scope of the Washington office.

Early last month, with cooperation from the Washington office, AFA's legislative alertment committees reminded adclubs that between now and election eve, ad groups should be "selling and reselling" political candidates for federal, state and local office on the need for an unfettered right to advertise.

"Advertising's detractors—for the most part politicians and their misguided advisers—have been having their fun lately, poking advertising in the ribs," wrote Burton E. Hotvedt, of the Brady Co., who is chairman of AFA's legislative alertment committee. "Dignifying these nationally syndicated swipes by nationally syndicated counterswipes can do little good, and more than likely, it can do advertising irreparable damage."

■ The committee provided a program of "Local Legislative Liaison" for the clubs, involving personal contact with candidates *(see editorial, AA, Oct. 3)*. "Our program," it said, "must emphasize fire prevention so as to minimize the need for fire fighting later on."

AFA's approach to advertising's Washington difficulties during the past year has been to avoid a crossfire situation, and to provide assurance that advertising is capable of policing itself.

In its contacts with FTC and FCC early this year, AFA stressed four points:

- "Advertising and broadcasting are completely capable of self-discipline."
- "AFA already has in existence the necessary organization to accomplish self-regulation in the advertising field."
- "Advertising and broadcasting interests are making earnest efforts to this direction."
- "Definite progress is being made."

■ As advertising groups rose to the challenge, AFA kept FTC informed of the efforts of individual adclubs to deal with deceptive advertising at the local level. Through the Washington office, AFA has arranged for participation of FTC officials in special programs by individual adclubs "kicking off" local campaigns for higher advertising standards.

At the peak of the excitement over the anti-advertising writings of Arthur Schlesinger Jr., AFA balked at becoming involved.

An AFA policy statement declared, "Advertising is not the issue under attack in this political campaign and, therefore, has nothing to gain by putting itself in further position to be hit by a few stray stones.

"It is the considered opinion of the executive committee that the Schlesinger-Galbraith type of anti-advertising thinking which had the ear of one of the Presidential candidates was a 'trial balloon' which would and could not be taken seriously by any sound supporters of the American economic system."

To answer such slurs and wisecracks, AFA said, would "merely increase advertising's potentiality as a whipping boy in a year in which the political climate is apt to be even more torrid than usual." #

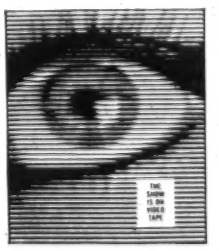
"HOPE IS A THING WITH FEATHERS" STARS ELI WALLACH, BERT WHEELER, CARMEN COSTI—PRODUCED FOR CBS FILMS BY ROBERT HERRIDGE

Entire new TV series, "The Robert Herridge Theater," produced on Live Action "SCOTCH" BRAND Video Tape

"The Robert Herridge Theater" is an unusual half-hour television series offering special treatments of dramas, jazz and ballet. Produced for CBS Films Inc. by Mr. Herridge, all 26 shows have been recorded exclusively on "SCOTCH" BRAND Video Tape.

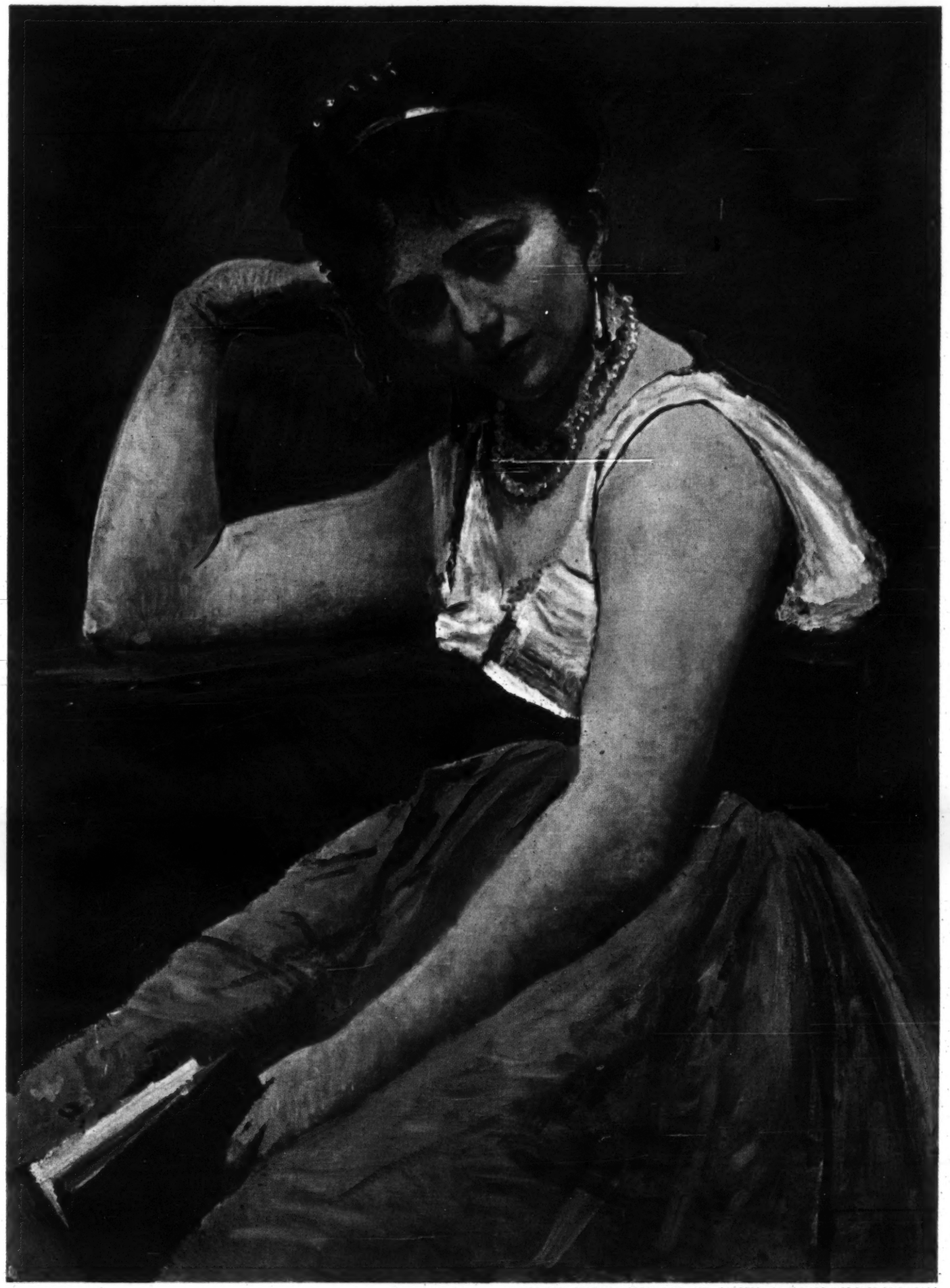
Why video tape? Because it reproduced the "live" feeling of the original performances, eliminated fluffs, cut production costs sharply and made schedules more flexible. People throughout the television industry are turning to video tape for incomparable fidelity, speed and economy in recording TV specials, location and commercial programming.

Order your copy of "The Show Is On Video Tape," booklet of three television case studies in planning and production of a network commercial, a drama program and a local "spectacular." Send 25¢ in coin to cover mailing and handling to 3M Co., Box 3500, St. Paul 6, Minnesota.



MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

"SCOTCH" is a Registered Trademark of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. ©1960 3M Co.



"INTERRUPTED READING." COROT (1796—1875) COURTESY OF THE ART INSTITUTE OF CHICAGO

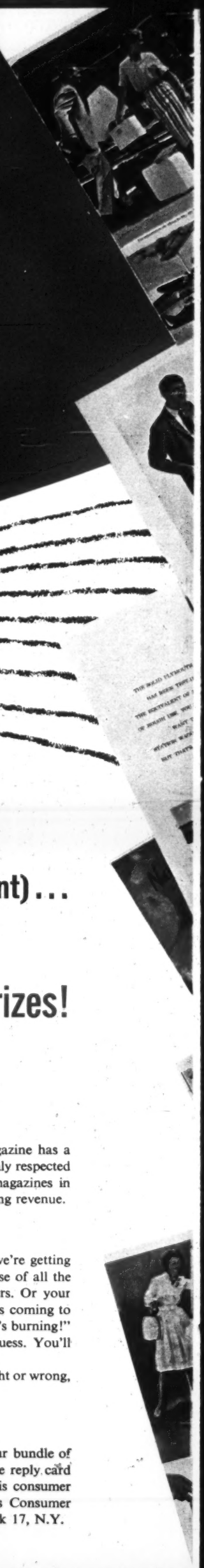
for that original effect... Kieffer-Nolde

Recent years have brought Camille Corot's figures recognition comparable to that long given his landscapes. This portrait is one of his masterpieces. Here the subject is expressed in the classic simplicity and rich color values that characterize Corot's work and can only be truly reproduced by an engraver that has the ability to give that original effect. A large showing of Corot's will be on view until mid-November at The Art Institute. A visit there as well as Kieffer-Nolde may well be worth your while.

kn

Kieffer-Nolde Engraving Co.
160 E. Illinois St.
Chicago 11, Illinois

What's The name of this Consumer Magazine ?



A CONTEST FOR PERCEPTIVE ADMEN (Agency and Client)...

...AND EVERYBODY WINS!

Here's a contest in which everyone who enters wins a bundle of prizes!

Prizes your mate will think are great! *including*

A prize *you* can't buy anywhere—for love or money!

HERE'S ALL YOU DO

Take a quick look at the ads on the facing page (these, and many more, regularly appear in the magazine). Read the following clues. Write what you think is the name of the magazine on the postpaid reply card. Fill in your name, position and company address. Then mail the card. That's all you do! Your bundle of prizes will arrive in a very short time.

HERE ARE THE CLUES •

This consumer magazine (5 regional editions) is subscribed to by more than 3 million families (A.B.C.) • 80% of these families own their homes • These families eat 30 million more home-served meals per week than an equal number of U.S. families. This year they will spend more than 2 billion dollars on foodstore products (this is the equivalent of all the food products purchased in Los Angeles, Manhattan and Philadelphia). 52% of these families own a home freezer (twice the national average) • This consumer magazine is one of the eight major "food-idea" magazines (over 3 million circulation; more than 5% of editorial devoted to food and nutrition) • For advertisers, this consumer magazine provides the lowest page rate among the 8 major "food-idea" magazines • Each year these families spend about 12 billion dollars for family living • Each year they spend over a quarter of a billion dollars for personal care and drugstore supplies • 63% of these families own a power mower (twice the national average) • Every 100 of this magazine's families owns 110 cars • These families have twice as many pets as the national average • Each year these families use approximately 17 billion kilowatt hours of electrical power • This consumer magazine has a family test group with a seal of approval that is widely known and highly respected by its readers • This consumer magazine is one of the 9 great magazines in America that average more than 1 million dollars per issue in advertising revenue.

WILL THE PROS KNOW?

Some will; some won't. Frankly, we're running this contest to see if we're getting our story across. If you don't spot us right away, it's probably because of all the interruptions you have to put up with. Things like clients or customers. Or your wife on the phone with such concentration-killing tidbits as: "Mother's coming to stay for awhile!" or "Every time I start the car it smells like something's burning!" So, fellow-victim of interruptions like these, just take an educated guess. You'll probably be right because true talent will always tell.

Remember, everybody wins, nobody loses. And whether you guess right or wrong, you'll still get your bundle of prizes!

USE THE POSTAGE-PAID CARD! MAIL YOUR ENTRY TODAY!

All entries must be postmarked before midnight October 24, 1960. Your bundle of prizes will be on the way immediately after. If someone beat you to the reply card just use a regular postcard. Write what you think is the name of this consumer magazine, your name, position and company address to "Name This Consumer Magazine" Contest, P. O. Box 2771, Grand Central Station, New York 17, N.Y.

TRUE BALDWIN TONE
3 reasons why pies are better when you thicken with Minute Tapioca
Only Minute Tapioca promises pies like this
Why settle for automatic defrosting?
FRIGIDAIRE GUARANTEES FOODKEEPING WITHOUT FROST
3 easy new ideas to make cook-outs more fun
Heinz
Look! No scouring!
New VANISH cleans, disinfects, bleaches and deodorizes by itself!
VANISH
New Gaines Meal has the flavor of real beef!
Just like Carnegie Hall ...and now for that fresh, clean taste
7up
PALL MALL
Get satisfying flavor...so friendly to your taste!
Del Monte
STEWED TOMATOES
DEL MONTE STEWED TOMATOES
Sticky buns you can make in minutes!
EASY!
Experts elect Corvair "Car of the Year" ... but that just makes it
corvair
SOLID PLYMOUTH 1960
New idea from Betty Crocker
"Lot o' Little Cakes"
from Betty Crocker White Cake Mix
White Cake
A HUNDRED MILLION TELEPHONES AGO
Western Electric
Full-strength ORANGE JUICE canned in FLO
MIRRO
Tappan Built-Ins
The big difference is FILTER-BLEND and only Winston has it!
Winston
WINSTON TASTES GOOD like a cigarette should!
Never before has it been this simple to wash clothes exactly right
MAYTAG
SINGER SEWING CENTERS
ONE OF THE WORLD'S BEST KEPT SECRETS... makes Carnation different from any other evaporated milk
Carnation
GENERAL ELECTRIC
KROEHLER

'NYT' Int'l Edition Set Back

The new international edition of the *New York Times* will make its bow in Europe on Oct. 20, Amory H. Bradford, general manager, reported after returning to New York from a 10-day stay in Paris. This is about three weeks later than the original timetable. The edition will be produced by Teletypesetter transmission from New York to Paris.

Luxury Living
overlooking Lake Michigan on CHICAGO'S GOLD COAST

Enjoy superlative luxury only five minutes from downtown...steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago

Baker's Offers New Coconut

A new Baker's fine-grated coconut has been introduced by the Jell-O division of General Foods Corp. Advertising will include color magazine pages, network tv and in-store display materials. Young & Rubicam, New York, is the agency.

Florida Station to Editorialize

The board of directors of the Florida Assn. of Broadcasters has voted to urge member stations to editorialize on a regular basis. All FAB member stations will receive a kit on this subject, including samples of radio and tv editorials to be used as a guide.

Shetler Named Ad Manager

Standard Knitting Mills, Knoxville, has appointed R. C. Shetler advertising manager of its Health-knit underwear, sportswear and sleep wear. Mr. Shetler joined the company in 1952 and has been assistant advertising manager since 1959.

JACKSON AREA RETAIL SALES GROW 77%

Jackson, Mississippi is truly the buying center for a minimum of 16 counties. But, for the metropolitan area alone, retail sales rose 77%—or over $147 million—since the last census.

More important for your sales potential, people in Jackson's trade area spend nearly 4 out of 5 income dollars in contrast to the nation's average 2 of 3. The Jackson area shows dramatic growth in every way. So, it's no wonder dramatic sales results come from advertising in the Clarion-Ledger & Jackson Daily News . . . the only newspapers that reach this lucrative market.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc
Co-Owners WJTV (TV) WSLI (Radio)

Outdoor Advertising Companies

By States: Number, Receipts, Employes

Source: 1958 Census of Business & Manufactures

State	No. of Services Total	No. of Services With Payroll	Receipts (000 omitted) Total, All Services	Receipts (000 omitted) Services with Payroll	Paid Employes
Ala.	23	23	$ 2,327	$ 2,327	174
Alaska	0	0	0	0	0
Ariz.	7	5	1,493	1,487	69
Ark.	20	20	†	†	†
Cal.	145	97	32,093	31,801	1,826
Colo.	18	14	1,704	1,672	101
Conn.	13	9	2,416	2,400	142
Del.	3	3	†	†	†
Fla.	76	62	8,108	7,974	618
Ga.	43	31	2,803	2,693	203
Hawaii	0	0	0	0	0
Idaho	11	7	†	†	†
Ill.	107	81	22,888	22,602	1,317
Ind.	50	48	5,009	4,993	331
Ia.	34	26	2,662	2,592	184
Kan.	31	23	2,260	2,202	184
Me.	7	5	347	243	37
Md.	22	20	3,548	3,546	193
Mass.	19	17	5,615	5,605	348
Mich.	70	58	9,478	9,422	540
Minn.	44	36	4,925	4,837	295
Miss.	24	18	1,891	1,839	141
Mo.	65	53	6,857	6,739	417
Mont.	12	8	†	304	15
Neb.	23	15	2,639	2,597	169
Nev.	9	7	†	†	†
N. H.	9	7	197	193	20
N. J.	38	28	7,445	7,359	385
N. M.	8	8	†	†	†
N. Y.	115	83	21,587	21,145	1,139
N. C.	25	25	2,440	2,440	191
N. D.	3	3	†	†	†
Ohio	99	75	8,759	8,559	532
Okla.	65	43	2,824	2,784	219
Ore.	16	14	2,709	2,707	162
Pa.	85	73	11,257	11,183	717
R. I.	17	11	†	1,283	116
S. C.	15	13	1,094	1,064	92
S. D.	12	12	525	525	30
Tenn.	40	36	3,643	3,629	219
Tex.	145	105	10,776	10,436	674
Utah	11	9	†	†	†
Vt.	1	1	†	†	†
Va.	22	22	2,658	2,658	200
Wash.	4	4	†	†	†
W. Va.	9	9	1,861	1,861	162
Wis.	49	43	4,070	4,002	262
Wyo.	5	5	†	†	†

† Information withheld to avoid disclosure.

Biel to 'Business Week'

L. J. Biel, for the past six years Cleveland district manager of McGraw-Hill's *Chemical Engineering*, has been appointed district manager there for *Business Week*. He replaces William C. Bradford, recently named midwestern ad sales manager.

ITC Promotes Andrews

William Andrews, formerly northeastern division manager of Independent Television Corp., New York, tv film distributor, has been promoted to general sales manager of syndication. He replaces Alvin E. Unger, who resigned to join Hank Saperstein Organization.

Beckley (W.Va.) Thrives (Uniquely)

Despite Area Population Loss

Time was when hundreds of coal-mining operations in the Beckley area maintained towns around their loading tipples—housing for their workers. They were towns in the sense that all companies also operated company stores, recreation halls, schools and churches—even barber shops and other facilities necessary to comfortable living.

By such means, much of the wages of mine-workers was recovered by the companies. Through their "industrial stores" they were in direct competition with the retail outlets of Beckley, ("Smokeless Coal Capital"), and other independents.

Within the past decade this situation has undergone a radical change.

Mechanization. . .automation of mines, has shrunk the number of men on payrolls some 60 per cent. Such a drastic reduction of workforces has brought to the mining communities proportionate losses of population. Hence the operation of company stores is no longer profitable. They have been closed.

Wages of the individual mine worker, however, are higher than ever, and instead of being spent with the commercial enterprises of the isolated mining communities, they now come in new cars over good roads to Beckley retail, service, and recreational establishments.

Thus, Business is Good in Beckley.

Advertising in its newspapers will make it Better for any given product.

BECKLEY POST-HERALD Morning — Raleigh Register Evening

COMBINED SATURDAY and SUNDAY EDITIONS
Beckley, West Virginia
Represented by Ward-Griffith Company

INVESTMENT GUIDE—*The New York Stock Exchange will run a 16-page tear-out insert (of which this is the first page) in the October Reader's Digest. The exchange is investing $490,000 on the insert and a program to merchandise it. Compton Advertising, New York, is the agency.*

CBS Radio Affiliates Okay Net's PCP Plan

NEW YORK, Oct. 4—The CBS Radio affiliates ended a two-day annual convention here last week by voting unanimously to adopt the revised Program Consolidation Plan proposed by the network in a recent letter (AA, Aug. 29).

The plan, scheduled to go into effect Nov. 28, will end all daytime serials and most other entertainment shows, increase news service to 10 minutes on the hour, provide five-minute featurettes on the half-hour, and reduce the number of network programming hours the stations must carry from 30 to 24½ per week. Despite this minimum requirement, the network expects to increase its total service to the stations in 1961, Arthur Hull Hayes, the network president, said in a press conference last week.

Most of the CBS affiliates queried by ADVERTISING AGE said that they have long been in favor of dropping the soap operas. One dissenter, however, was L. S. Mitchell of WDAE, Tampa, who said, "I have a lot of older citizens in my areas and they will miss the soap operas." He said he would turn to syndication for such shows and is currently negotiating for "My True Story."

■ John Hayes, WTOP, Washington, was reelected chairman of the affiliates association for the coming year. Other officers are J. W. Wright, KSL, Salt Lake City, vice-chairman, and E. K. Hartenbower, KCMO, Kansas City, secretary-treasurer. #

Guild, Bascom Names Two; Sets Move in S. F.

Guild, Bascom & Bonfigli has named Angus B. Woodbury, formerly with Batten, Barton, Durstine & Osborn, San Francisco, an account executive in the Seattle office. He will work on the Pacific Telephone/Northwest account. Randy Grochoske, formerly with Young & Rubicam, has been named to the new post of tv art director in GB&B's San Francisco headquarters.

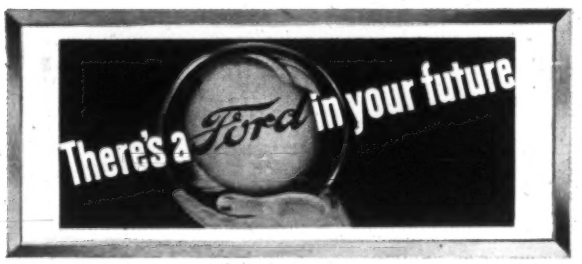
Guild, Bascom will move its San Francisco office in December to 222 Columbus Ave.

'Herald Tribune' Boosts Tyler

The *New York Herald Tribune* has named Charles L. Tyler Jr., a member of the ad department since 1946, to succeed Russell J. Housman as financial ad manager. Mr. Housman resigned to become ad and pr director of Hayden Stone & Co., New York, stock broker.

1935

1941



1945

1947

1948

1953

1956

1960

Many market leaders are persistent users of Outdoor–
the *Persistent* Primary Medium

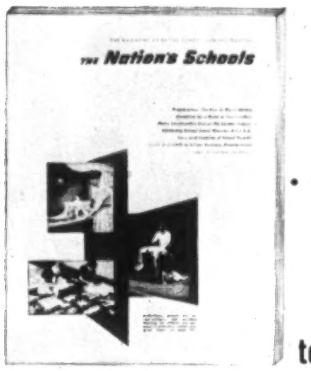
Outdoor — the persistent medium — has many persistent users. One of them—The Ford Motor Company—has used Outdoor for over 50 years. Outdoor's success for these long-time users stems from three things:

1. Tremendous coverage. On the average, your message in Outdoor reaches 94% of all car-owning homes.
2. Tremendous frequency. Your message in Outdoor is exposed repetitively an average of 21 times a month to practically every prospect in the market.
3. Low cost. With Outdoor, you reach prospects at a cost of only 22¢ a thousand.

To help Outdoor go to work *persistently* for you, OAI—national sales representative of the Outdoor advertising medium — puts at your disposal research, planning, creative, and merchandising services. Just write or call the OAI regional office nearest you.

OAI OUTDOOR
ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*



to get into the nation's schools—

GET INTO THE NATION'S SCHOOLS

here are two significant facts about public school market media:

1. THE NATION'S SCHOOLS has maintained the greatest paid circulation to BUYERS of any comparable magazine for 22 consecutive years. BUYERS are chief administrative officers and their administrative staff members. THE NATION'S SCHOOLS has more subscriptions at more subscription dollars from more chief school administrative officers than even *request* any comparable magazine, *paid or free!*

2. THE NATION'S SCHOOLS has carried more advertising pages than any comparable magazine for 17 consecutive years. For the year 1959 and during the first 9 months of 1960, THE NATION'S SCHOOLS carried more advertising pages than the second and third magazines *combined*. In September, 1960 THE NATION'S SCHOOLS carried more advertising pages than all three other magazines combined. Here is the record for 1960:

THE NATION'S SCHOOLS	**1084 pages**
School Management	553 pages
Overview	447 pages
American School Board Journal	230 pages

Fact 2 is the result of Fact 1. Fact 1 is the result of superior editorial service for BUYERS, integrity of an editorial program concentrated on the needs of the full-time, career professionals responsible for public school education and the facilities to provide it.

ASK FOR YOUR MARKET-MEDIA DATA FILE:

A convenient, sturdy file folder with tabbed indexes, and Data Sheets covering market facts and media details that will help you select and compare. No charge, of course.

The Nation's Schools and College and University Business are published by the Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois

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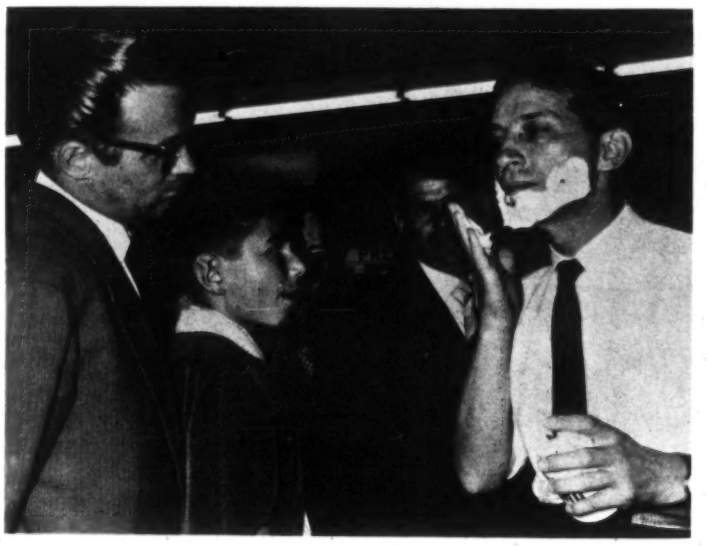
THE Nation's Schools



PITCHMAN—*Alvin Q. Ehrlich, vp of Kal, Ehrlich & Merrick, Washington, shows Yugoslav trade fair visitors a shave "bomb" at Drug Fair's model U.S. drug supermarket.*

Wares Not for Sale, but Adman Helps Client with Exhibit

WASHINGTON, Oct. 4—Alvin Q. Ehrlich, vp of Kal, Ehrlich & Merrick, went to Yugoslavia last month at the behest of one of the agency's clients—Drug Fair, a retail drug chain—to help set up a replica of one of the company's stores at the Zagreb trade fair.

The company took on the overseas assignment at the request of the Department of Commerce. Heads of the department's office of international trade fairs asked Drug Fair to put up an exact duplicate of one of its 54 stores in the U.S. pavilion at Zagreb.

Mr. Ehrlich went along to help stock the store with everything from aspirin and cosmetics to furniture, hardware, pajamas and toys.

Mr. Ehrlich reports that "business" is better than ever; the biggest problem in Zagreb is keeping the crowds moving. Mr. Ehrlich said more than 80,000 people wandered through the store on opening day, Sept. 12. President Tito, who visited the Fair with his wife, called the store "the most exciting display we have ever had."

■ Although the items displayed were not actually for sale, Yugoslav college students, acting as guides, pushed shopping carts down the aisles of the 15,000 sq. ft. drug store, even went through the motions of getting S&H Green Stamps.

The Drug Fair unit was set up under the personal supervision of Milton L. Eisberg, president of the chain. Drug Fair announced the grand opening of its European branch in Washington newspaper ads, which quoted prices in dinars, also gave its slogan, "Don't say drug store, say Drug Fair; there's a big difference," in Serbo-Croation. #

Snellenburgs Men's Store Runs Heavy Radio Schedule

Snellenburgs, a men's specialty store chain in Philadelphia, is running an extensive 13-week radio push on Philadelphia stations WCAU, WRCV, WFIN, WFIL and WIP. The campaign includes partial sponsorship of the Philadelphia Eagles' football games, adjacencies to college football games, daily announcements in prime time news shows, full sponsorship of a series of public service programs, and of the election night returns. Dramatized commercials, featuring top Philadelphia radio talent, are aimed at the sophisticated male audience.

The radio effort is backed by large-space newspaper ads in the radio sections, window displays and direct mail. Lavenson Bureau of Advertising is the agency.

Ludgin Names Goggin

Earle Ludgin & Co., Chicago, has appointed Jack Goggin to its account management staff. He formerly was with the marketing department of the *Chicago Tribune*.

SHOWPIECE — *Drug Fair used this two-color page in Washington newspapers to tell about its model store at the Zagreb trade fair.*

ACCOUNT EXECUTIVE

on major national account at

Lambe & Robinson-Benton & Bowles Ltd.

APPLICATION by .....
(block letters)

Please tick through this Form and return it with any necessary additional material to JOHN CUFF, Lambe & Robinson-Benton & Bowles Ltd, 197 Knightsbridge, S.W.7.

☐ *I am between 25 and 35.*

☐ *I have sufficient experience to supervise marketing, media and creative planning on a major scale (see attached summary).*

☐ *I am capable of developing rapidly to cope with increasing responsibility.*

☐ *I am familiar with and can use all the services available in a large, modern agency.*

Signature .....

Address .....

..... Tel: .....

INSTANT APPLICATION—*Lambe & Robinson-Benton & Bowles, London, bought a full page in the Sept. 16 Advertiser's Weekly to run this ready-to-fill-out job application for an account executive.*

Postalia, German Postage Meter, to be Marketed Here

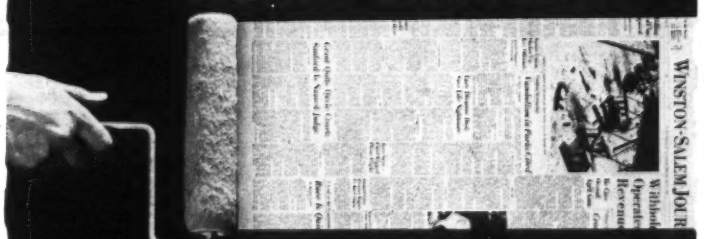
Tele-Norm Corp., U.S. subsidiary of Telefonbau & Normalzeit, West German manufacturer, plans to invade the American market with a new postage meter, Postalia, said to be "the first major domestic competition in this field since initial development by Pitney-Bowes in 1922." The Postalia, a 5 lb. machine, will be imported from Germany and leased to companies for $8.50 a month.

Fred Marcus, president of Tele-Norm, said the Postalia "is the first meter to print directly on any size envelope or package, eliminating the need for a mailing machine." He said it is already used in 36 countries and has been approved by the U.S. Post Office.

United Promotes Three

United Advertising Corp., New York, outdoor advertising company, has named two new vps—Herbert K. Burns, general manager of the Newark, N.J., division, and William V. McCarten, account executive. United has also promoted Miss Maureen Burns, secretary to the exec vp, to assistant director of promotion.

YOU CAN'T COVER NORTH CAROLINA



WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

. . . because the Journal and Sentinel not only deliver over 100% penetration in the Winston-Salem metropolitan area but also offer over 70% penetration in an important 11-county trading area. Nothing else covers this area like North Carolina's COLORACTION newspapers—the Journal and Sentinel. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.

sell more with a college education!

So—you have your B.Sc., possibly M.A. or even Ph.D.—but how's your *college market I.Q.?* Do you, for example, know that college enrollment grew from 1.4 million in 1940 to 2.6 million in 1950, to 3.9 million in 1960—that conservative estimates indicate 6.6 million by 1970?

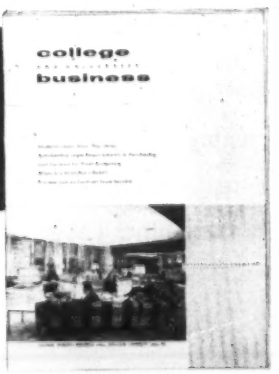
Do you know that more facilities for higher education have been built since 1945 than in the preceding 300 years? That present facilities must very nearly double in the decade ahead? That nearly a billion dollars will be spent next year for construction—plus $5 billion for instruction, operation and maintenance?

Do you know that higher education is a distinct, different market reached, penetrated, influenced by a single magazine: COLLEGE AND UNIVERSITY BUSINESS?

free textbooks FOR COLLEGE MARKET EDUCATION:

There's a detailed *Market-Media File Folder* you may have for the asking. New publications, also awaiting your request, include a new 12-page booklet on *College Housing and Food Service* (colleges rank near the top in mass feeding markets); a new survey on Science Laboratories to be built from 1960-1965; a new study of *College Buying Influences on Building Products* (reports from college business officers and architects); a new Data Sheet showing college construction by building types, number of buildings and dollars from 1952-1959). Enroll now for your short refresher course in college market identification. Write to:

college AND UNIVERSITY business



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The Nation's Schools and College and University Business are published by the Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois.

RIGHTS *and* **WRITERS**

A Handbook of Literary and Entertainment Law

by Harriet F. Pilpel and Theodora Zavin

This authoritative, up-to-date single-volume source on legal aspects of literary and dramatic material and its use will be of inestimable value to those in the communication fields—copyrighters, account men, broadcasting executives, editors and publishers. Practical, lucid summaries and discussions of dozens of precedent-setting decisions in copyright, contracts, taxes, censorship, libel, privacy, protection of ideas, etc. $7.50

EXAMINE THIS NEW VOLUME AT NO RISK!

E. P. DUTTON & CO., Dept. AA-1
300 Park Avenue South
New York 10, N. Y.

Send me ..... copies of RIGHTS AND WRITERS for 10 days free examination. At the end of the 10 days I will either remit my payment of $7.50 (plus postage) or return the book and owe nothing.

Name .....

Business Affiliation .....

Address .....City .....Zone..State....

Conklin, Labs Appoints 8

Leon Michel, formerly special assistant to the U.S. Hudson-Champlain Celebration Commission, has joined Conklin, Labs & Bebee, Syracuse, in the new post of creative director. The agency has also added three others to its creative department. They are Walt Chipperfield, formerly with the ad department of Smith-Corona Marchant; Jim Flaherty, from the sales promotion department of Allied Stores; and Gordon Briggs, formerly assistant advertising manager of C & E Marshall Co. Two new members on the account management staff are Christian Rugh, formerly field sales and product manager for Kordite Co., and Calhoun Sterling, previously with Barlow Advertising. Jay Garbutt has rejoined the agency as art director after a hiatus with Maxwell Associates. James Simmonds, formerly head of his own art studio, has joined the agency as an assistant art director.

Programs for TV Has Fights

Programs for Television, New York, has begun syndication of a new half-hour series, "Main Event," featuring outstanding post-'50 fights from Madison Square Garden. Rocky Marciano, retired undefeated world's champion, will provide the commentary and interview top theatrical and sports personalities. Michael M. Sillerman, Programs for Television's exec vp in charge of sales, said he has lined up regional advertisers for sales grossing more than $600,000. The series is being produced by Jack Rieger, who for many years was in charge of filming the fights at Madison Square Garden.

CREATIVE AWARDS—*Charles L. Rumrill (left), president of the Rumrill Co., Rochester, presents the first in a new series of intra-agency awards for creative excellence to Lois I. McLaughlin, merchandising vp, and Albert L. Wilson, art director. The certificates acknowledge their work on the current campaign for McCurdy & Co., Rochester department store.*

10th District Elects Hauger

Leslie S. Hauger, exec vp of Watts, Payne-Advertising, Tulsa, has been elected governor of the tenth district, Advertising Federation of America. Other officers are Mark Cooper, General Telephone Co. of the Southwest, 1st lt. gov.; Tom McHale, Dallas Chamber of Commerce, 2nd lt. gov., and Ira De Jernett, De Jernett Advertising, secretary-treasurer.

'Best of Post' Sold to 107

Independent Television Corp., New York, has sold "Best of the Post" to Collins Co. of Kentucky, an RCA distributor, for showing in Louisville, Evansville and Lexington. The sale was made through the Madison Advertising Co. This brings total sales of the series to 107 markets.

Westchester status seeker dupes Boston Globe reader

More home delivery isn't everything. Because The Daily Globe and The Evening Globe are almost the same, you get practically no self-duplicated circulation. The Globe also gives you a much, much bigger Sunday circulation than any other paper, more classified, more color linage, more of everything it takes to sell Boston — especially readers.

The Boston Globe gives you more of everything
... especially readers

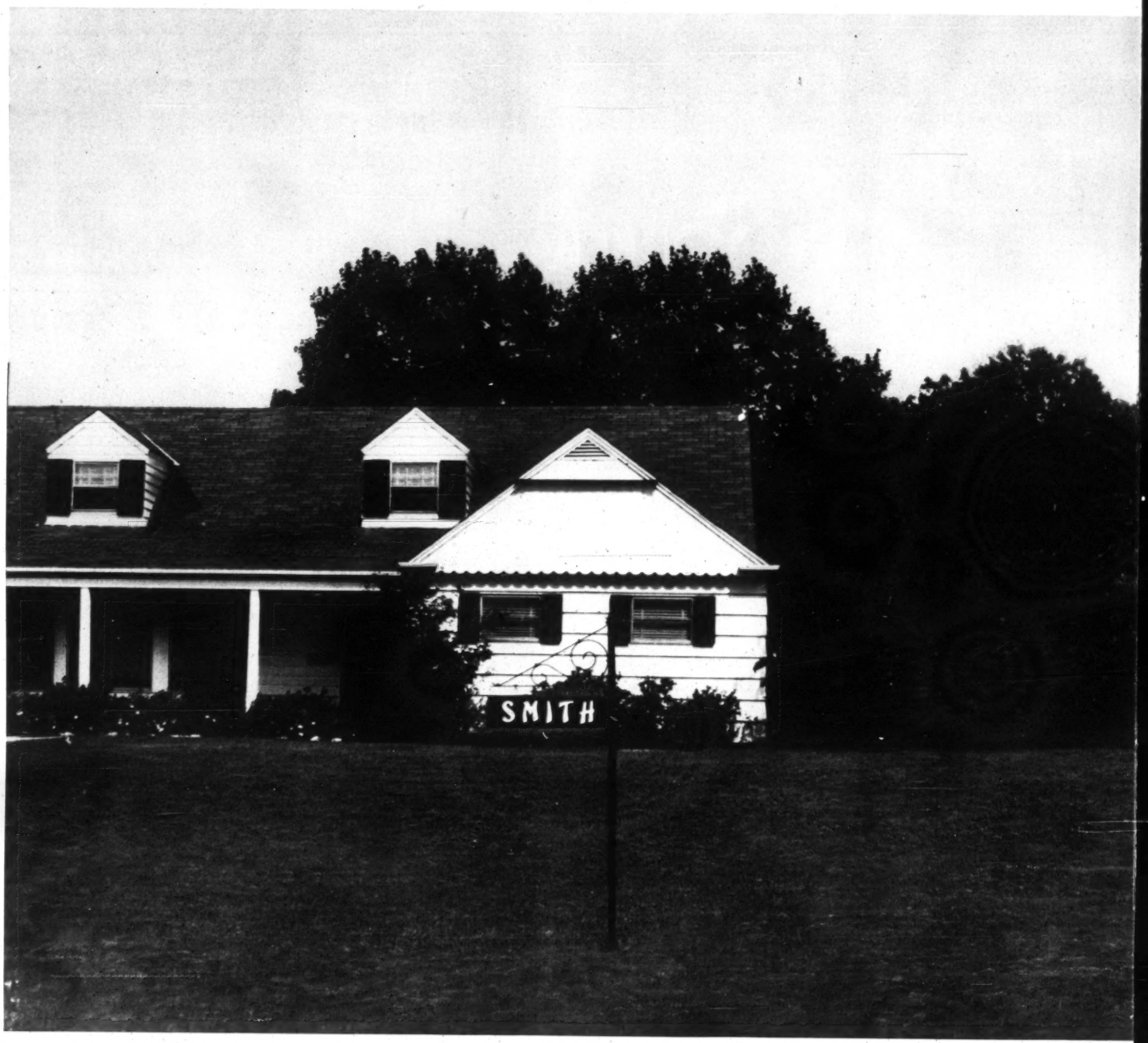
A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

THE NEW YORKER creates

Copyright 1952, The New Yorker Magazine, Inc.

"Wonderful!"

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London



Why not Smith ?

SMITH and Jones live next door to each other.

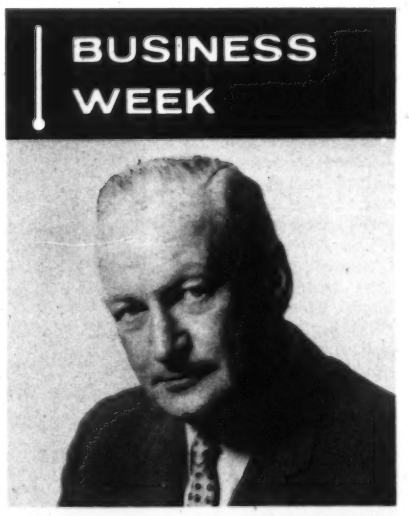
They have similar incomes, drive the same kind of car, and belong to the same club.

But there is one way in which Smith can't keep up with the Joneses. Smith can't subscribe to Business Week, but Jones can. Smith's subscription would be declined—like the 10,862 we declined last year.

The difference is in their occupations. Jones is Vice-President of a major company. Smith is one of the legion of fine citizens whose occupations lie outside the business-management sphere. Jones *needs* the news that Business Week offers; Smith would find it of little value.

Business Week's purpose is to bring management *the news for business use.* Its circulation is restricted almost exclusively to management. Thus, our editors *know* the audience they're working for. And our advertisers *know* the audience they're reaching.

Smith can borrow Jones' copy, of course. That's what neighbors are for.



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

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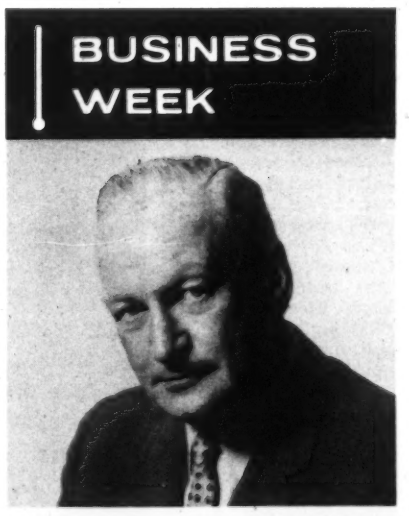


YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

Media Marketing Services, Mass Surveys Wasteful, Miller Tells ARF

(Continued from Page 2)

came out (1) against media supplying advertisers with marketing information and (2) against mass surveys.

"For media to offer marketing services to advertisers can be only redundant and wasteful," he said. "Media—apart from knowing the big general picture, plus snatches of unrelated items of information picked up here and there—are the farthest removed from any specific advertiser's marketing problems. Media's marketing efforts, therefore, tend to be a waste of the advertiser's time and media's money."

Mr. Miller added that he believes media should be "marketing-oriented," but he does not think media "should presume to tell advertisers how to run their business. The growing tendency in this direction is misguided."

■ The *McCall's* publisher, responsible in his *Life* days for some of the biggest audience studies ever made, told the ARF meeting that he has concluded upon reflection that the industry has spent far too much time and money on "mass surveys" and not enough on what he called "hypothesis development" or "idea formulation."

"I feel we have a need of getting closer to the people we survey," he explained. "I think we should spend more time having informal discussions with small groups of people before coming to any conclusions as to where the answers to our problems may lie hidden."

Mr. Miller said that motivation research, "which, in theory, does what I'm talking about," has failed in this respect because the motivation researchers tend "to attack the problem from their point of view, rather than in trying to see the problem through the eye of the consumer."

Mr. Miller concluded by saying that what the industry may need is a new philosophical approach, and he offered as a model the French existentialist, Gabriel Marcel. He underlined Marcel's warning that an exclusive reliance on scientific methodology yields an assessment of personality as "a mere resultant" of physical, biological, economic and political forces. "To do so," Mr. Miller said, "is to obscure the submerged characteristics and to fail completely to understand the inherent dimensions which distinguish us from each other and from the animals."

■ The suggestion of an ARF study of television program values came from Dr. Arthur H. Wilkins, vp and director of advertising and developmental research of Benton & Bowles.

Pointing out that advertisers are now spending close to $3 billion in television, Mr. Wilkins said program ratings are not enough. He reported that research conducted at Benton & Bowles has shown that some programs are better vehicles for commercials than others because of the attentiveness of the audience. Some programs, he noted, are "just watched," while others are viewed in combination with other activity.

Mr. Wilkins proposed a national survey encompassing 17,500 interviews—half to be conducted in the fall and half in the spring. He would expect this survey to grade household activities "on the basis of the degree to which they could be expected to interfere with people's attentiveness to television programs."

Robert K. Drew, vp and business manager of the *Milwaukee Journal*, attacked what he called the "media confusion" and said the newspaper industry "seeks a better definition of research, statistics and promotion."

Mr. Drew professed to be "bewildered" by media cost comparisons. "We can admire the favorable return per $1 achieved by much advertising in most media," he said, "but we can't admire most of the criteria we see used to support the media placement."

Mr. Drew added that "the most important research challenge for most of us" is the clarification of "terminology when talking in terms of comparable cost, audience, coverage, reader-viewer, circulation-exposure."

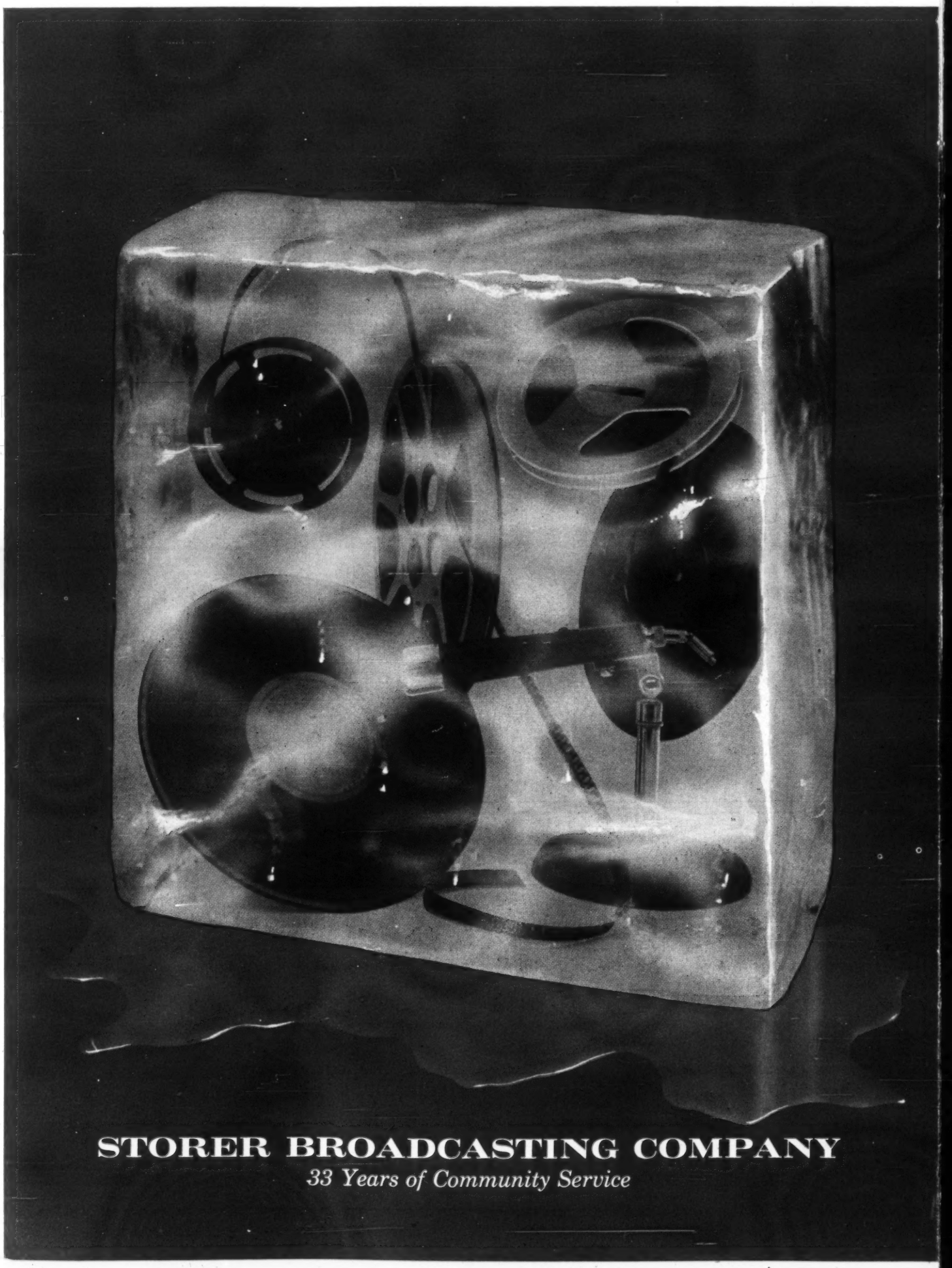
■ Arthur H. Hayes, president of CBS Radio, told the conference that "radio feels shortchanged" because there is no adequate measurement of out-of-home listenership.

He also decried the exclusive reliance on audience measurement, pointing out that not enough is being done to study the use of the medium.

■ C. West Churchman, professor of business administration at the University of California, delivered a "philosophical talk" in which he suggested that the ARF sponsor research into basic questions instead of studying the techniques of the business.

■ Addressing himself to the "radicals" in advertising, Prof. Churchman said such research would clarify the goals of advertising by answering such basic questions as, "Why do men want the things they do want?"

Dr. Peter Langhoff, vp and di-



rector of research of Young & Rubicam, provided a contrast to Ed Miller's talk by holding out the prospect of marketing becoming a scientific discipline.

"The kind of thinking that sees brand shares as transitional probabilities and media allocation as linear and nonlinear programs will expand and penetrate in our business with growing vigor," he predicted.

Mr. Langhoff said management's greatest challenge today "is to have the foresight and courage to give financial as well as spiritual aid to scientific marketing . . . We are going to have to break the budget barrier and gain acceptance for a new and far broader scope for marketing planning, including the information system which it requires," he said.

■ Support for this thesis came from Michael H. Halbert, operations researcher with E. I. du Pont de Nemours & Co., who reported on "Project Salad," conducted by Du Pont over the past few years.

"Project Salad" has tried to establish a relationship between advertising input and sales output—and Mr. Halbert reported that it has succeeded.

Mathematical models were constructed to simulate the market situation. Du Pont provided data for the model representation by experimenting with one of its product marketing programs.

Mr. Halbert reported: "Different amounts of advertising effort were directed into different sales territories, and data were collected as to the initial market shares and to the changes in market share as they occurred during the experiment. This part of the measurement program required more than 70,000 customer contacts.

"In addition to the brand share data, we also measured the initial distribution pattern and the changes in the distribution pattern during the course of the experiment. This was required, since we had hypothesized that not only does advertising have a direct effect on consumer behavior, but it also has an indirect effect, through changes in the distribution structure."

■ Mr. Halbert outlined the results of this experiment as follows:

"For this product class we can predict the market share for Du Pont and for each of its major competitors with a surprisingly high degree of accuracy. This prediction can be made utilizing the knowledge of advertising expenditures in the territories and the distribution structure in the territories.

"Once we can predict market share, and thus total sales, we can compute the gross profit for any suggested advertising budget level. Since we know our marginal cost for any production level, we can then compute the contribution to gross profit for any advertising budget level. This enables us to recommend changes from period

WHEN DO YOU FREEZE A FORMAT?

The answer is simple — never!

At least, in 33 years, no Storer Station has been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer Station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences — responsive, that is, to your selling messages.

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

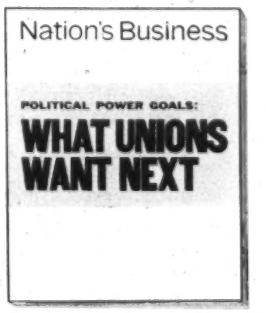
We've never found a way to format community service. It's too big... too fluid...too much of a responsibility to be frozen — even for one day.

Of course, increased sales is your big interest. And we're with you in this — all the way. Call us. We'll be happy to prove it.

Radio	*Television*
CLEVELAND—WJW	
TOLEDO—WSPD	**DETROIT**—WJBK-TV
WHEELING—WWVA	**CLEVELAND**—WJW-TV
MIAMI—WGBS	**MILWAUKEE**—WITI-TV
LOS ANGELES—KGBS	**ATLANTA**—WAGA-TV
DETROIT—WJBK	**TOLEDO**—WSPD-TV
PHILADELPHIA—WIBG	

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

12.5% gain in advertising pages in Nation's Business Jan.—Oct. 1960



You use Nation's Business to sell more of the nation's businessmen

Bloomington-Normal, Illinois

LUCKY SEVEN . . .

Illinois' seven richest counties . . .

Rich, made-to-order test market, smack in the middle of the golden, central Illinois corn belt. Here 178,00 prosperous people maintain a surprisingly even balance between industry, education and agriculture. Each year they spend over 233 million dollars from incomes 20% above the national average.

A single advertising medium reaches them all . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

R.O.P. Spot Color — plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).

Bloomington-Normal, Illinois

PANTAGRAPH

Represented by: Ward-Griffith Co., Inc.

to period in the total budget for this advertising.

"We can perform the sales analysis for each sales territory, and therefore balance our advertising effort as a function of the market share, according to the advertising levels and the distribution dynamics of each territory. In the particular case studied, it was found that the efficiency of our advertising could be greatly increased by reallocation of advertising expenditures."

■ Mr. Halbert conceded that a good deal of work remains to be done, since "Project Salad" has not measured such factors as changes in general consumption, major changes in price or distribution or packaging, important actions by competitors, specific media use or product claims.

"We had decided that it would be enough to measure dollars in this first experiment," he said. "Refinement and additional variables will come later."

■ The industrial advertising research session had John H. Kofron, director of research of Chilton Co., Philadelphia, as its chairman. Mr. Kofron made the point that industrial advertising research deals with specialized markets.

Paul R. Des Jardins, manager of the product and marketing planning department of Worthington Corp., explained Worthington's marketing planning approach to a widely diversified line of industrial products, an approach which dates to a 1956 decision to decentralize, with a general manager heading each of 18 manufacturing divisions.

■ Each general manager had to prepare a five-year plan, containing a summary of the individual marketing plans for each product the division sells. Marketing plans cover sales, advertising and sales promotion, market research, product planning and service, marketing personnel development and administration.

In the action section, questions of sales force coverage are dealt with, along with the application, promotion, product service and sales training "back-ups" necessary.

Mr. Des Jardins emphasized the importance of target dates, and reappraisal dates in marketing plans.

■ E. Paul Anderson, director of the University of Pennsylvania's computer center, stressed the usefulness of the computer in a variety of problems ranging from identification of war dead through skull measurements to the tabulation of a prescription drug index. He emphasized that computer facilities are available for occasional users, and that they aren't for huge corporations alone. He spent a considerable amount of time in describing how the computer center has worked with publishers of business papers in processing readership inquiries, stressing accuracy and speed of tabulation.

■ G. Carroll Buzby, president of Chilton, explained the role of business publications in the "second industrial revolution," underlining business publications' efforts to establish the character of a market and the buying influences within it. (He cited *Iron Age's* $140,000 buying practices study of the metalworking field.) He referred to the necessity of both market and editorial research in the market ("If a publisher doesn't have this kind of detailed information about the market, he shouldn't be publishing in that market") and cited the trend toward manufacturers coming to publishers to talk about their marketing problems with editors and research departments, and the trend for publishers to do market research for manufacturers—"at a price, of course."

Summing up, Mr. Buzby emphasized that publishers "have data for you which is pure gold," and "we're keenly aware that we're just not peddling white space." #

Staley Joins D-F-S

A. E. (Gene) Staley III has resigned as a vp and account supervisor of Dancer-Fitzgerald-Sample, to join Arthur Meyerhoff Associates, Chicago, as marketing director, a new position. Mr. Staley was advertising director of A. E. Staley Mfg. Co., Decatur, Ill., before joining D-F-S.

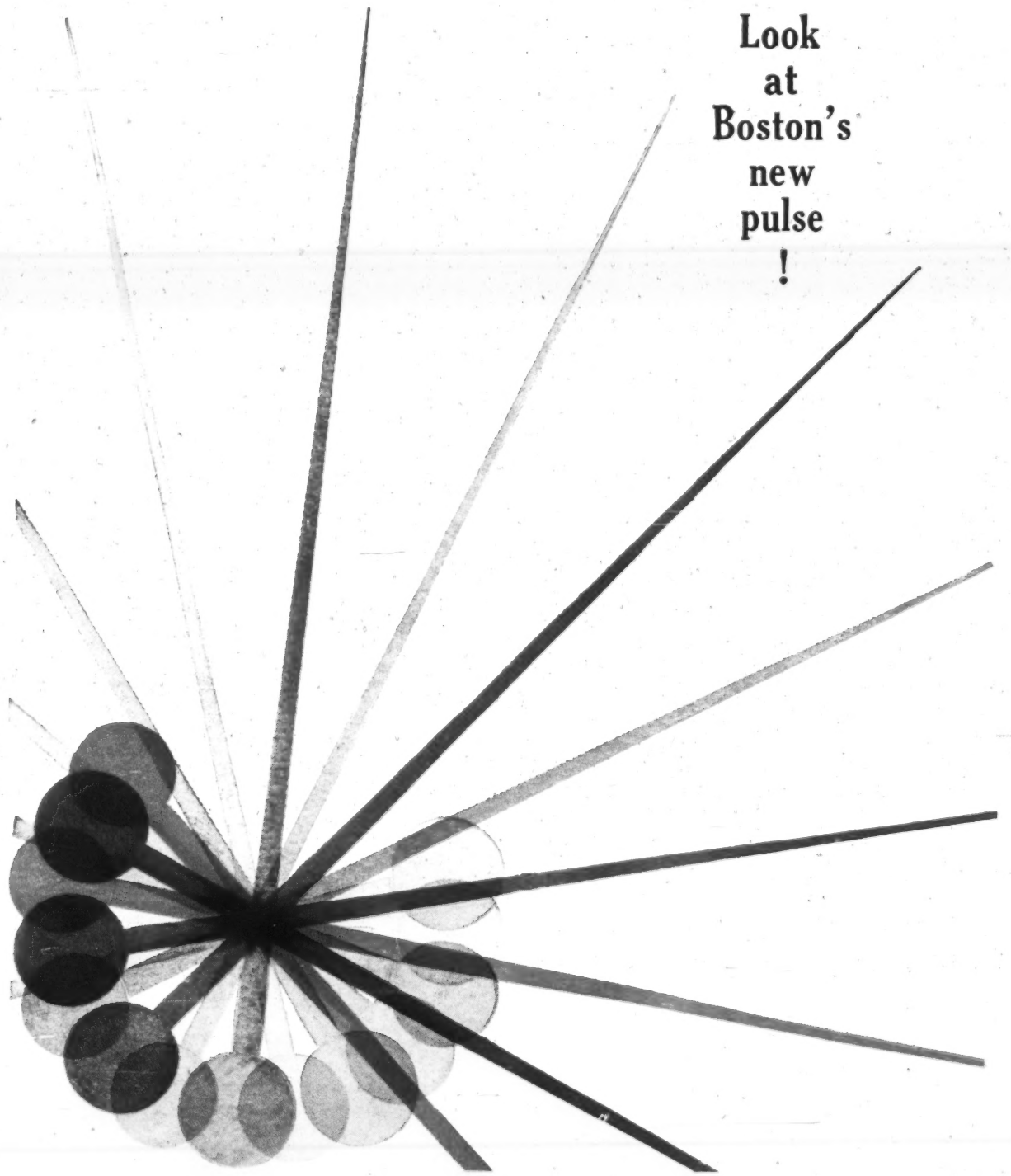
MCA TV Names Two

Frank Brill, manager of the New York office of MCA TV's film syndication division, has been promoted to vp. Phil Conway, previously in the Cleveland office of MCA TV, has been transferred to the New York office.

New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

WESTINGHOUSE BROADCASTING COMPANY, INC. WBZ BOSTON + WBZA SPRINGFIELD

REPRESENTED BY AM RADIO SALES



Who eats all the cereal?

HARD PEOPLE, SOFT PEOPLE OR REAL PEOPLE?

Right! Real people. The same real people who drink all the coffee and drive all the cars. People who buy things, you see, can't be classified "hard" or "soft" the way the things they buy can be. But people who *make* things are often classified because they have to specialize somewhat. After all, we couldn't have everybody making cereal one minute and steam engines the next.

But how about us? We make *advertising*. And advertising isn't made out of hard and soft things, like steel and starch. It's made out of *ideas*. It's made not by people who know how to make a product, but by people who know how to make a product *interesting*.

At Campbell-Ewald we have people, for example, who once made bandages interesting, and who now make beer interesting. And people who once advertised peanut butter, and are now advertising batteries.

The point? The only thing we specialize in is advertising. Why, we even advertise *ourselves!*

Would you like to know anything more about us? We can be reached simply by writing to the President's Office in Detroit.

CAMPBELL-EWALD ADVERTISING

DETROIT 2, MICH. · NEW YORK · CHICAGO · LOS ANGELES · HOLLYWOOD · SAN FRANCISCO · WASHINGTON · DENVER · ATLANTA · DALLAS · KANSAS CITY · CINCINNATI

ANOTHER QUESTION: Would you say that a man who can sell head lettuce to head-hunters has to know more about head lettuce, or more about head-hunters?

A Three-Way Growth In a Three-Phase Market

Industry — Agriculture — Recreation — all reflect the vast population surge (in the last census period) in the Greater Atlantic City area. Trading Area **up** 28.97% . . . Metropolitan Area **up** 21.2% . . . City Zone **up** 18.9%.

With a "whopping" circulation increase of 95.1%, the Atlantic City PRESS more than adequately reaches this rich and constantly expanding three-county market of Southern New Jersey.

WHATEVER YOU SELL, YOU'LL SELL WELL THROUGH THE....

ROLLAND L. ADAMS
President
Scolaro, Meeker & Scott, Inc.
National Representatives

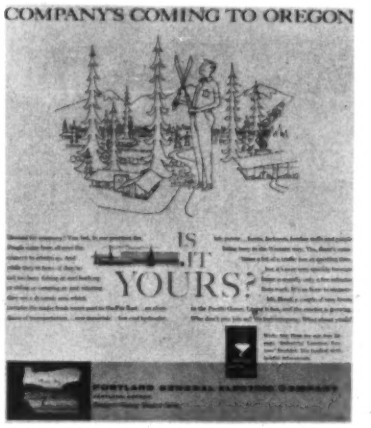
Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper

French Sets New Treat Push

R. T. French Co., Rochester, N.Y., has launched a new campaign for Treat parakeet food. "The Treat's on French's" promotion offers a full price refund. For each inner seal from a jar of Treat plus the top from a package of seed, the company will refund the purchase price of the Treat. Full color ads are scheduled in *Family Circle*, *Reader's Digest*, *This Week Magazine* and *Woman's Day*. Richard A. Foley Advertising, Philadelphia, is the agency.

Rives, Dyke Joins Agency Net

Rives, Dyke & Co., Houston, has become the first U.S. agency to join Plan International, a new network of member agencies located in Germany, England, Belgium, Denmark, Spain, France, Holland, Ireland, Italy, Norway, Portugal, Sweden and Switzerland.



LIVING—*Portland General Electric, public utility serving the Portland, Ore., area, stresses outdoor living as an attraction for people and industry with ads like this in the October Fortune and Nov. 10 Wall St. Journal. Gerber Advertising Agency handles the account.*

CHART THE BUYING POWER OF OUR SALES AREA AND YOU'LL FIND FEW PEAKS AND VALLEYS

■ Florida's West Coast stays busy all year! *And there are good reasons why! Florida is America's fastest growing state.*° Tampa — the hub of the Tampa Tribune-Tampa Times 24-County Sales Area — is Florida's fastest growing city — and the second largest city in the state. The population of our 24-County Market is now more than 1.27 million° — *up 75.1% since 1950!*

This permanent population growth coupled with a constantly expanding industrial economy — 311 new industrial plants creating 8600 new jobs, were established in our 24-County Sales Area in the last two years — produce buying power that is *high and steady month after month* without sharp "seasonal" peaks and valleys!

The Tampa Tribune and The Tampa Times, delivering substantially 100% household coverage of Tampa — and 48.1% average daily household coverage of 24 West Coast and Central Florida counties at one low rate — *is one of America's best buys!*

Want more facts? Write us, or contact your nearest Sawyer-Ferguson-Walker office.

°*1960 U. S. Census. — Note: Pinellas County figures are less city of St. Petersburg*

THE TAMPA TRIBUNE
MORNING AND SUNDAY
THE TAMPA TIMES
EVENING
Represented Nationally by Sawyer-Ferguson-Walker Company

GOP Hits Snag with Supplement on Nixon: Insufficient Funds

NEW YORK, Oct. 7—What do you do with 1,000,000 Sunday newspaper sections when you can't raise money to pay for the space?

That's the question being pondered this week by Republicans and their agency, Campaign Associates.

It seems that things have been tough—moneywise, that is—for what some political partisans used to call the "rich man's party."

Earlier this week, the American Assn. of Newspaper Representatives issued a cheery press release headlined, "Newspapers get 32 pages of political advertising." The press handout went on to report that Carroll Newton, boss of Campaign Associates, had unveiled a new 32-page preprinted roto section, tagged "Meet Richard Nixon," at an AANR meeting the previous week.

This week, however, it turned out that newspapers *might* get the section, provided the Republican National Committee and local party organizations get the money to pay space costs.

■ From Campaign Associates it was learned that 1,000,000 copies of the section have been run off. They are to be divided between the national organization and local supporters of Mr. Nixon, with each group responsible for distribution of 500,000 copies.

According to Richard L. Tobin, Campaign Associates staffer who prepared "Meet Mr. Nixon," chances of raising enough funds to place the section in newspapers are slim.

"We'd like to say that the section has been scheduled in a number of newspapers, but we can't," Mr. Tobian lamented. He said that campaign funds have "not been pouring in," and that the roto sections will probably wind up being distributed through "normal political channels."

"Relatively few will be delivered through newspapers," he added.

■ In August, representatives of the Bureau of Advertising and AANR made separate presentations to Republicans and Democrats in a Washington hotel. Both parties were reportedly "impressed" with the newspaper possibilities. #

Johnstone Names Two

George Mecir, creative art director of Johnstone Inc., New York, has been elected a vp. Ann Whitney, free lance photographer and a former editor of *Harper's Bazaar*, has joined Johnstone Inc. as stylist and assistant account executive.

OVER 12½ MILLION FOOD BUYING DECISIONS SAY IT!

In the prosperous, highly industrialized, densely populated Detroit and Michigan marketing area, 500,220 Free Press families go to their favorite food stores and purchase at least 25 food items per family every week. That's over 12½ million food buying decisions each week.

You can help influence these buying decisions in a new Free Press market place . . .

TOWER KITCHEN FOOD GUIDE

The new TOWER KITCHEN FOOD GUIDE, with each *Friday* edition, is an exciting, colorful, new special section devoted exclusively to the housewife's primary interests. It brings her the week's best food buys, dinner menus for the entire week, taste-tempting recipes, table settings, and similar woman-talk.

Kay Savage, nationally known, locally respected food expert and writer, presides over TOWER KITCHEN FOOD GUIDE. We believe you'll find it as important as shelf space in helping move your products.

With a daily circulation of 500,220* (Sunday 530,221) the Detroit Free Press is Michigan's largest daily newspaper.

THE NO. 1 NEWSPAPER IN MICHIGAN

1 newspaper at **1** low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area . . . PLUS Michigan's Standard Metropolitan Statistical Areas!

ABC Publisher's Interim Statement for the three months ending June 30, 1960

The Detroit Free Press

Michigan's *Only* Morning Newspaper

National Representatives: Story, Brooks & Finley

YOUR PRODUCT FACTS (at the fingertips)

A Perrygraf Slide-Chart is a tested, powerful tool for more efficient and profitable selling. These simple devices put essential facts about your product at the fingertips. *Just turn a disc or pull a slide* to tell a sales story, select the proper size and style, show how equipment operates, or solve an engineering problem. If you have a complicated or demonstrative sales story to tell, you need a Perrygraf Slide-Chart.

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

PERRYGRAF slide-charts

product facts at the fingertips
150-A S. Barrington Ave., Los Angeles 49, California
1500-A Madison St., Maywood, Illinois

there's no power like

NEWS*power*

...to spark the idea to BUY!

Here's food for thought! In the Buffalo area, 71% of the suburban housewives and 68% in the city zone read newspapers before food shopping.

And of these 90% read the BUFFALO EVENING NEWS! 36% read the morning paper. The dominance of the NEWS and its impact on buying habits adds up to NEWSpower . . . the ability of one newspaper to spark the idea to buy and motivate shopping on specific days in specific types of food stores.

The influence of the NEWS in all major categories of family shopping is graphically shown in the recent market study conducted by Carl J. Nelson Research. Over a dozen major classifications of consumer goods were thoroughly researched. In every one the NEWS sparked the buying activity.

We will be happy to send you the 24-page brochure outlining this study. Every manufacturer and producer of consumer goods anxious to put a fire under his sales effort and promotion of the fast growing Buffalo market can profit from reading it . . . and using NEWSpower to spark the flame. Send for your copy today.

BUFFALO EVENING NEWS

One of America's Great Newspapers

218 MAIN STREET • BUFFALO 2, N. Y.

Represented nationally by

KELLY-SMITH CO.

750 Third Avenue, New York 17, N. Y., YU 6-4433

Information for Advertisers

• "Contacts Influential," a business directory listing 7,000 individuals in 2,900 Seattle business organizations, has been published by **Harris B. Anderson,** 1222 Second Ave., Seattle. Priced at $12 each, the directory was prepared to list all companies known to have eight or more employes. A monthly service is also available to keep the directory current.

• A "Design Activity Sales Control Map," covering the electronic original equipment market, making it possible for manufacturers to evaluate total sales effort or individual product sales effort in terms of an established norm for each state, has been prepared by **Electronic Equipment Engineering.** Special scales are available giving information covering 72 specific, different electronic products. Copies of the map, priced at $1, are available from N. C. Berro, director of research and promotion, *Electronic Equipment Engineering*, 172 S. Broadway, White Plains, N. Y. Single copies are available free of charge to executives manufacturing electronic products.

• "How to Evaluate & Develop Marketing Concepts," a slide film which also explains how a company can evaluate newly introduced marketing programs of its competitors, has been produced by **Petrik & Stephenson,** 1405 Locust St., Philadelphia 45.

• **Erickson Enterprises** has published a detailed researched survey of publisher reaction to reader request cards. Copies of "What 798 Publishers Think About 'Bingo Cards'," priced at $1 each, are available from Erickson Enterprises, 78 Fifth Ave., New York 11.

• "*AR* Sales Promotion Almanac for 1961," listing special events, plus competitions and conventions of special interest to advertising and sales promotion men, has been published by **Advertising Requirements.** Additional information may be obtained from *Advertising Requirements*, 200 E. Illinois St., Chicago 11.

• **Financial Post** has published its 1960 edition of "Survey Markets," an annual market survey of statistics of Canada's provinces, cities and towns, together with reviews of the major economic and business indicators of the country. Priced at $4, the survey is available from the *Financial Post*, 481 University Ave., Toronto 2.

• **C. C. Crow Publications** is releasing a definitive series of pioneering market studies of the lumber and plywood industries. The first of the series, a study of the stud division of the lumber field, is now available without charge from C. C. Crow Publications, 115 S. W. Fourth Ave., Portland 4.

• "Radio/TV Service Technicians Report," a research report on characteristics of the radio/tv service market, has been published by and is available from **Radio-Electronics,** 154 W. 14th St., New York 11.

• The **Philadelphia Inquirer** has published a three-color 24-page guide to market information for retailers, bound with a white plastic scroll binder. In addition to the retail calendar, the booklet includes information gleaned from "The Families of the Delaware Valley," a 108-page brochure based on a detailed study made by the *Inquirer*. Information is indexed for advertisers and agencies, and includes percentages of total sales in 1959 by type of store, department store data, family buying expectations, and newspaper readership facts. Additional information may be obtained from the *Inquirer*, Philadelphia.

• Spendable income, total retail sales, and food store sales in the Roanoke 16-county-plus primary market are included in a market data study, published by and available from the **Roanoke Times** and **World News,** Roanoke, Va. #

Barrie Names Meyers

Chester Barrie Ltd., British manufacturer of men's clothing, has appointed Edward M. Meyers Associates, New York, to handle its advertising.

what did the man say?

ILLUSTRATOR: Tom Dunnington, a designer-illustrator whose work has been recognized by New York and Chicago Art Directors Clubs and foreign publications.

Printed advertising has one great advantage over other media of communication. The spoken word may be missed or misheard. The printed word and picture are permanently on record. Print gives the reader the important right of *reassurance*. What did the man say? In print there is no doubt because the reader can refer back to the printed page and read what he had to say. This is one reason why there is a *security* in national advertising in magazines and newspapers not found in non-print media. Print is the natural medium for honest advertisers who tell their story clearly, vividly, and permanently for the reassurance of their buying audience.

For more than a quarter-century we have served America's print advertisers and their agencies from coast to coast, first with fine photoengravings for letterpress, now also for gravure. To this extent, printed advertising is our business and it is natural for us to promote it. But as working members of America's graphic arts industry we believe so deeply in the importance of printed communication, educational, editorial, and advertising, that we are publishing this series of advertisements as a tribute to print media. Leading artists and photographers who feel as we do have joined with us in this public service program.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant for letterpress and gravure / 333 West Lake Street, Chicago

This handsome interior, done in the manner of the Revolutionary period, appears in November American Home.

INSIDE THE "REVOLUTIONARY" NEW

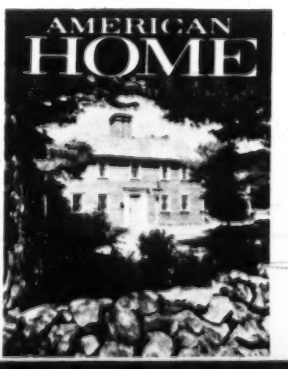
This handsome interior, done in the manner of the Revolutionary period, appears in November American Home.

INSIDE THE "REVOLUTIONARY" NEW

AMERICAN HOME

. . . a new chapter is being written in home-service magazine history. A chapter filled with pioneering editorial spirit, bold graphic design, and a revolutionary depth of information. Only American Home has it . . . the kind of excitement that's winning victories on newsstands month after month . . . the excitement that's got America's top advertisers joining the ranks. Get in on the hottest uprising since '76. Get into the new American Home.

A CURTIS MAGAZINE READ BY 12,000,000 MEN AND WOMEN WITH A CONSUMING INTEREST IN THE HOME.



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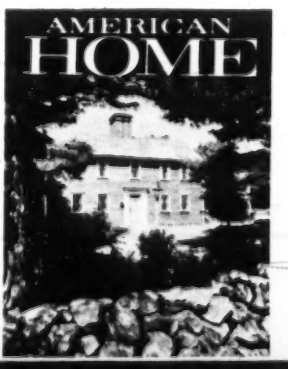


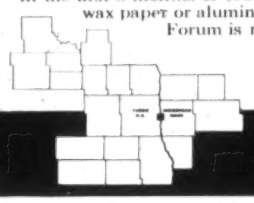
Go Far in Fargo with FULL COLOR!

Only The Fargo Forum sells nearly ⅓ of North Dakota + western Minnesota + the largest standard metropolitan market between Minneapolis and Spokane!

Only The Fargo Forum offers full-color advertising in this market, one of the richest in the Northwest!

National and local advertisers have found that the added impact of color in The Fargo Forum leads to increased sales in this 20-county market where The Forum reaches 3 out of 5 families.

Proof of their belief is the 141,109 lines of color advertising — 216 different ads — published by The Forum in the first 8 months of 1960. And whether on newsprint, wax paper or aluminum foil, color printing by The Forum is rich, vivid, precise, economical.



20 counties, 2 states, but only one market of 285,100 people, solidly sold by one newspaper!

THE FARGO FORUM Moorhead News

Largest circulation in North Dakota & western Minnesota

Represented by Kelly Smith Company

Behr-Manning Names Seifert

Harry W. Seifert Jr. has been appointed director of advertising and sales promotion of Behr-Manning Co., Troy, N.Y., maker of abrasives, succeeding Henry J. Sidford, who has retired after 31 years of service. Mr. Seifert was formerly assistant director of the ad department.

Electrical Book Rates Up

Electrical Engineering, published by the American Institute of Electrical Engineers, will hike its rates by some 15% Jan. 1, 1961. The guarantee has been increased to 65,000 a month, and rates will be based on $775 per b&w page.

'GH' Promotes Mrs. Harper

Dorothy Harper, on the merchandising staff of *Good Housekeeping*, New York, has been appointed fashion promotion director.

Catalogs Are Chief Selling Medium for Trading Stamps: Preis

NEW YORK, Oct. 4—The trading stamp business, with an annual volume of nearly $2,000,000 25 years ago, will probably hit the $700,000,000 mark in 1960, an increase of more than 15% over 1959 sales.

Some 40,000,000 families now save trading stamps and there is no product or any name brand of merchandise with that great a franchise.

About 60% of the total food stamps are distributed through food stores, with nine of the ten top food chains using them while the tenth (A&P) is "dabbling around." The next major trading stamp distribution area will be in variety and department stores.

These were among the observations made by William H. Preis, president of Stop & Save Trading Stamp Corp. and vp of Grand Union Co., in a luncheon talk to the Premium Merchandising Club of New York.

■ Trading stamp companies are working themselves into a lather with their catalogs, Mr. Preis stated. "I would forecast 1961 is going to be even more a battle of catalogs. They will be more beautiful, containing more pages and more colorful than ever," he said.

"With the catalogs becoming as expensive as they are, this means that the merchandise sold to the trading stamp industry today must have a life for the catalog of from 12 to 18 months." If the product is good with consumer acceptance, "it becomes an automatic repeater for the next catalog," he declared.

■ Mr. Preis told the club that trading stamp companies do not ask their suppliers for point of sale material, store demonstrators or other special contacts and "extras," but, for the most part, they do seek a catalog advertising allowance.

"The usual point of sale material that you have means nothing to us. We prefer that you drain such expense from your regular sales cost and put it into an advertising allowance which the industry can better use to help finance the cost of our catalogs."

The speaker reviewed a 12-point checklist for suppliers interested in selling to the trading stamp industry. Among these, he urged suppliers to pay particular attention to "book cost"—the cost of goods divided by the number of books for redemption.

"The book cost is extremely important. In our particular company, our redemptions today run to 5,000,000 books a year. What does this mean in dollars? It means that a difference of 1¢—one penny up or down—in our book cost is $50,000 a year in our bottom line." #

New York Agencies Now Pay $20,000,000 in Rent

Of the 34 leading advertising agencies in New York City, 26 have moved to new quarters since 1955. So reports Julien J. Studley Inc., New York real estate agent, in a new survey. The Studley organization says relocation reflects the character of advertising: "An industry involved in creating change, it is quick to respond to change."

According to the Studley figures (many of which were reported in ADVERTISING AGE last year), the six largest agencies—J. Walter Thompson Co., McCann-Erickson, Young & Rubicam, Batten, Barton, Durstine & Osborn, Ted Bates & Co. and Benton & Bowles—occupy 1,333,000 sq. ft. of space in New York and pay a combined annual rent of $6,500,000. Annual rent of all New York agencies is put at $20,000,000.

"Essential to Caterpillar promotion in Canada . . ."

"The Canadian trade journals in which we advertise are essential to the promotion of Caterpillar products in Canada." So says Mr. C. M. Adams, Advertising Manager for Caterpillar Americas Company, when asked about his company's media policies for Canada.

Caterpillar equipment is at work all over Canada and Canadian equipment buyers are made aware of Caterpillar values by consistent and well-directed advertising in a wide range of leading Canadian business papers.

Caterpillar is just one of scores of top U.S. firms who market in Canada and use one or more Canadian business papers to tell their product and company stories.

Canadian business papers are modern, lively and authoritative; they cover almost every market in Canada with original, quality editorial that wins readership.

The more than 142 business papers which are members of Business Newspapers Association of Canada offer important values to advertisers. For example every BNA-member publication has a circulation audit by a recognized auditing body. Many offer readership studies and other factual data for media analysis.

It is impossible to cover Canada effectively with the circulation overflow of U.S. media. Canadian business papers take your message directly to the largest audience of business buyers.

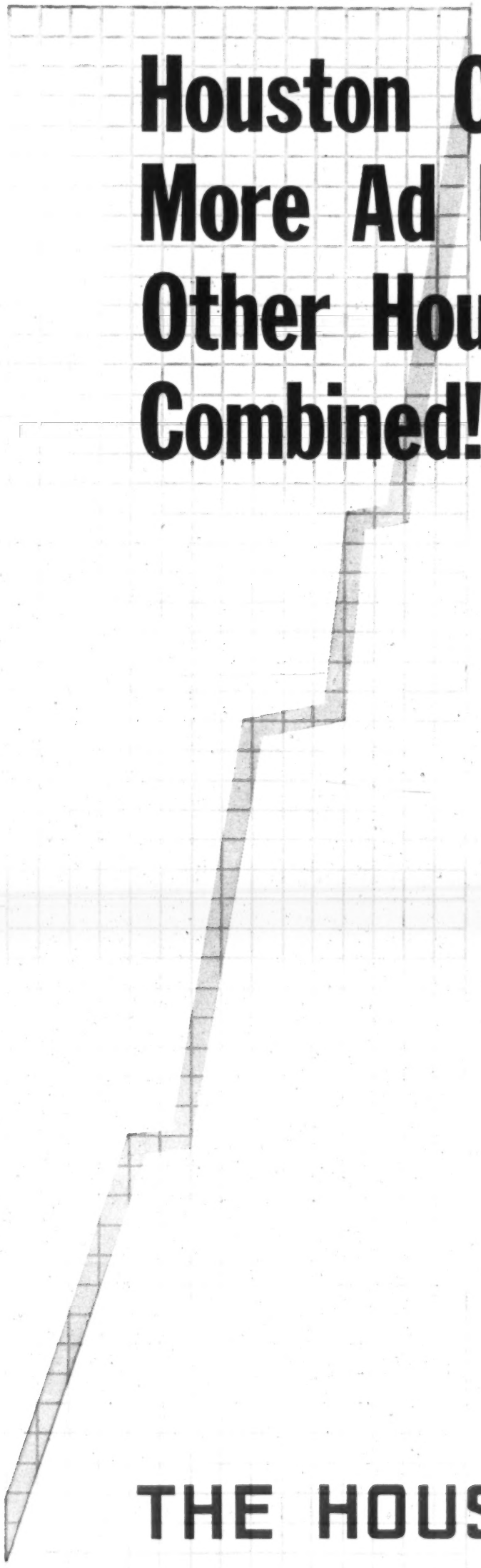
THE *BEST* CANADIAN BUSINESS PUBLICATIONS BEAR THIS EMBLEM

BNA

CANADIAN BUSINESS NEWSPAPERS

GET YOUR MESSAGE THROUGH CLOSED DOORS TO PEOPLE WHO SPECIFY AND BUY

Houston Chronicle Gains More Ad Linage Than Both Other Houston Newspapers Combined!



Retailers . . . Who Measure Pulling Power At The Cash Register . . . Overwhelmingly Prefer The Chronicle

Retail Advertising Gains

First 8 Months, 1960 As Compared To Same Period, 1959

Chronicle . . . . . 562,565 Lines Gained

Post	270,505 Lines Gained
Press	34,301 Lines Gained

All Advertisers Want Results . . . That's Why So Many Overwhelmingly Prefer The Chronicle

Total Advertising Gains

First 8 Months, 1960 As Compared To Same Period, 1959

Chronicle . . . 1,438,904 Lines Gained

Post	673,730 Lines Gained
Press	149,280 Lines Gained

Source: Media Records

In Houston. The Chronicle

Reaches More People
Carries More Advertising
Sells More Merchandise

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy!
The Branham Company — National Representatives

The SENIOR *Fresh*-man says...

JIM CONNELL, SALES MANAGER

USE THE OL' BEAN to get *Fresh Profits*

in the 7 BILLION DOLLAR FRESH FRUIT AND VEGETABLE INDUSTRY

MARKET that BUYS BIG...

insecticides to implements, ice machines to irrigation!

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company

201 Delaware Kansas City, Mo.

IN EVERY GROWING AREA KEY MEN READ

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

Hardware Dealers Buy Series

American Hardware & Supply Co., Pittsburgh, will participate in a spot tv campaign with its dealers for the first time when it begins sponsorship of National Telefilm Associates' "Assignment Underwater" on KDKA-TV, Pittsburgh, the week of Oct. 10. The dealers also have bought the series for showing in Buffalo, Rochester, Huntington-Charleston, W. Va., and Harrisburg, Pa. Another 15 markets in New York, Ohio, Pennsylvania, West Virginia, Maryland and Virginia will be added later. Sykes Advertising is the agency.

Maryland Club Sets New Push

Maryland Club's new instant coffee jar will be promoted with a heavy newspaper and spot tv campaign in Maryland Club's nine-state distribution area. A series of full color pages is scheduled in regional editions of *Life*, *Look* and *The Saturday Evening Post*. Clay Stephenson Associates, Houston, is the agency.

COOKED SAVINGS—*Valley National Bank, Phoenix, is promoting its new automatic monthly transfer from checking to savings account plan with a General Foods cookbook as a premium. Jennings & Thompson is the agency.*

Tasty Baking Sets Campaign

Tasty Baking Co., Philadelphia, has launched an intensive four-week promotion in its eight-state marketing area. Media include *The Saturday Evening Post*, radio, tv, exterior bus cards and point of sale. Aitkin-Kynett Co., Philadelphia, is the agency.

American United Sets Drive

American United Life Insurance Co., Indianapolis, will enter the consumer ad field next March with a series of junior pages starting in the March 11 issue of *The Saturday Evening Post*. Caldwell, Larkin & Sidener-Van Riper, Indianapolis, is the agency.

STATEMENT OF THE OWNERSHIP MANAGEMENT AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 23, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208).

Of Advertising Age, published weekly at Chicago, Ill., for October 1, 1960.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, G. D. Crain, Jr., Chicago, Illinois.

Editorial Director, S. R. Bernstein, Chicago, Illinois.

Managing Editor, J. J. Graham, Chicago, Illinois.

Business Manager, C. B. Groomes, Chicago, Illinois.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Advertising Publications, Inc., 200 East Illinois Street, Chicago 11, Illinois.

G. D. Crain, Jr., 200 E. Illinois St., Chicago, Ill.; G. R. Crain, 200 E. Illinois St., Chicago, Ill.; S. R. Bernstein, 200 E. Illinois St., Chicago, Ill.; M. S. Bruns and R. B. Oleson, 5826 N. Whipple St., Chicago, Ill.; C. B. Groomes and D. A. Groomes, 200 E. Illinois St., Chicago, Ill.; E. F. Crain, 2909 N. Sheridan Rd., Chicago, Ill.; Kenneth C. Crain, 238 East 23rd St., New York City; L. C. Crain, 238 East 23rd St., New York City; J. B. Miller and M. A. Miller, 409 S. Second Ave., Maywood, Illinois; B. G. Rehm and H. M. Rehm, 4308 Churchill Rd., St. Matthews, Ky.; E. K. Hamlin, Route 1, Vandalia, Michigan; Mary C. Sanders, 611 Barton Place, Evanston, Ill.; Jessie W. Crain, Box 2059, Carmel, California.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiants full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 49,662.

C. B. GROOMES
Business Manager

Sworn to and subscribed before me this 27th day of September, 1960.

LELAND W. HAGMAN

(Seal)

(My commission expires April 9, 1964)

Why fashion advertisers put us first among all New York weekday newspapers

Fashion advertisers have found the perfect pattern for sales success: display their latest styles in a *home-going* newspaper with *most responsive* readership among fashion-conscious women. That's why New York fashion* advertisers consistently place more advertising in the World-Telegram than in any other New York weekday newspaper.

**Women's, Misses', Junior Misses' & Girls' Apparel & Accessories; All New York Retailers (George Neustadt: First 6 Months 1960)*

Among New York's evening newspapers, the World-Telegram is:

- **First** in **Retail** Advertising
- **First** in **Financial** Advertising
- **First** in **General** Advertising
- **First** in **Automotive** Advertising
- **First** in **Total Display** Advertising
- **First** in **Total** Advertising

Source: Media Records

New York's *quality* evening newspaper

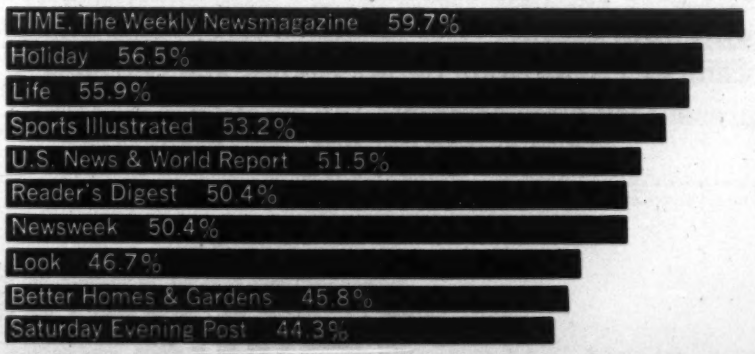
New York World-Telegram and **The Sun**

A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

CONCENTRATION AND COVERAGE WHERE FOOD SALES ADD UP

FOOD STORE SALES
Circulation concentration in the top 100 counties.



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

In all of America's 3,070 counties, just 100 account for more than half of all U.S. food sales. **In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** More proof that TIME gives you concentration and coverage, where it counts.

THAT'S

TIME

". . . The promotion and advertising was a huge success and I assure you we will tie in again in 1961."

". . . excellent material. Results most gratifying. Would like to use similar motif next year."

"Campfire Marshmallows moved 20 cases in 2 days." (Squirt was added to complete their line.)

Better Homes and Gardens IT'S ...Sells Readers...Sells

In 1959, the first nationally coordinated outdoor cooking promotion was conceived by BH&G, then "sold" to seven advertisers and 5,700 food stores. They joined to promote the Cookout idea through advertising and store displays.

In 1960, six big advertisers and 8,000 stores participated in the Cookout promotion, centered around the punched, perforated 14-page Dutch-door advertising unit in the June issue of Better Homes and Gardens. The advertisers who participated were: Lea & Perrins Worcestershire Sauce, Campfire Marshmallows, Hormel's SPAM, Squirt, Good Seasons Salad Dressing Mix, Fonda Paper Plates and Cups.

In 1961, "It's Cookout Time" will again make extra food sales. Approximately 15,000 stores will tie-in with the promotion and many exciting new elements will be added. This year, more than ever, participating manufacturers will get reader *action*, retailer *support*, and product *sales!*

Make sure you get the sales benefit of the 1961 promotion. Closing date for space reservations is December 1. Call your Better Homes and Gardens representative for complete information . . . today.

Where America shops for food ideas that make SALES

COOKOUT TIME

Retailers...Sells Products!

Here is convincing, conclusive proof that Better Homes and Gardens "It's Cookout Time" promotion . . .

. . . SELLS READERS

"Cookout" creates Action!

Independent research* shows that, within 2½ weeks after the Cookout advertising unit appeared, 2,290,000 BH&G readers had *purchased* one or more of the products. 2,670,000 had clipped or intended to clip the recipes and 3,090,000 had tried or intended to try the recipes. All this only 2½ weeks after the magazine appeared.

These figures demonstrate that the basic motive behind BH&G's Cookout promotion—to create reader *impact* and cause consumer *action*—pays off.

. . . SELLS RETAILERS

A storewide event . . . Nationwide!

Participating chains and voluntary and cooperative groups included Kroger, Safeway, Super Valu, Acme, Thriftimart, and many other important food retailers. They used 1,054 pages of newspaper advertising featuring the outdoor cooking theme, with over 700 pages featuring advertised products. And they *liked* the promotion—

KROGER: ". . . the most beautiful we ever used . . . it covers every department in the store."

EISNER (branch of Jewel Tea): "BH&G material best quality; promotion best organized. Strength lies in total store coverage."

PIGGLY WIGGLY: "Thanks for the best display of the year."

GRISTEDES: "Over-the-wire banners . . . among most colorful and appealing ever used."

SAFEWAY: ". . . timely and effective."

. . . SELLS PRODUCTS

"Cookout" makes Allout Sales!

Independent research* shows that, within 2½ weeks after the Cookout unit appeared, the advertised products had grossed for their manufacturers the total of $1,628,800! Each individual advertiser grossed from $205,800 to $460,000! Each product was purchased by at least 420,000 BH&G readers, and one of the products by 1,220,000 readers—all within 2½ weeks after the publication date of the June, 1960, issue.

**Field work by National Field Service, a division of Alfred Politz Research, Inc. (Sales projections based on Publisher's Estimate of June, 1960, Circulation and on retail prices of products.)*

CENTURY: "The advertised products sold so well that the warehouse was not able to supply store managers with enough merchandise."

Hugh McKellar, THE SQUIRT COMPANY: "We know of numerous instances where, directly because of the promotion, Squirt displays were introduced or increased in supermarkets."

CAMPFIRE MARSHMALLOWS: "We feel that Better Homes and Gardens should share in the credit for the improvement in our summer sales."

R. D. Arney, V.P., Flavorseal Division, GEORGE A. HORMEL & COMPANY: "Our 1960 promotion with Better Homes and Gardens did an outstanding job of selling additional quantities of all related item products which were featured and we are extremely pleased with the results."

ALBERTSONS: "Our sales substantially higher as a result of the Cookout promotion."

MARKET BASKET: "Sales of both items (Good Seasons and Lea & Perrins Worcestershire Sauce) increased 400% in two days."

Better Homes and Gardens

. . . the family IDEA magazine

Now 5,000,000 COPIES monthly

"We had to fill the bins every day!"

"Always pleased when promotion helps us sell more products and that's just what Better Homes and Gardens Cookout Time did for us."

"All products sold well."

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO
now
46th Largest City in the Nation
(was 75th in 1950 Census)
1960 POPULATION 272,239
108.6% GAIN
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

NEW — *Checker Motors Corp., Kalamazoo, Mich., becomes a national advertiser this fall and winter with sixth and quarter b&w and color pages like this in Business Week, Fortune, National Geographic and Newsweek for its Superba and Marathon passenger cars and station wagons. Herbert Baker Advertising, Chicago, is the agency.*

CREATIVITY . . . wfmy-tv creates
sales in the nation's 44th market*

This ancient Indian pottery is a product of someone's innate ability . . . creativity. Here in the *Industrial Piedmont* the one station with the proven ability to create sales is WFMY-TV.

To sell the nation's 44th market* (44 counties, 17 cities in all) . . . where 2.3 million customers have $3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

wfmy-tv CHANNEL 2 CBS

SEAL OF GOOD PRACTICE

Ads Assist Growth of Area Development Programs: O'Rourke

SAN FRANCISCO, Oct. 4—Area development programs have become one of the fastest growing segments of the advertising business, members of the business economics section of the Commonwealth Club were told here today by John J. O'Rourke, president of John O'Rourke Advertising.

"What's more," Mr. O'Rourke contended, "such programs are going to keep on pushing past the 14,000 mark that these development organizations have just hit. This type of economic development program, local, regional and international, is making tremendous strides with the help of advertising."

Mr. O'Rourke took issue with a recent speech made before the same group in which Dr. Theodore A. Andersen, commissioner of California's year-old Economic Development Agency, had declared that "development groups don't need advertising and we have found that they agree on this."

■ Mr. O'Rourke denied Dr. Andersen's claim and traced the efforts of more than 50 state and area economic development organizations with visual displays of brochures and various forms of advertising utilized by such agencies.

"Not only are the cities, states and public utilities using advertising to attract new industries," Mr. O'Rourke declared, "but new nations, such as Ghana, are using entire sections of metropolitan newspapers to call attention to the facilities and markets which they offer.

"Advertising by area development groups," he said, "may sometimes be wasteful because it may be based in insufficient preliminary research. But misuse of advertising is no reason to question its effectiveness when it is used properly," #

Ritter, Sanford Adds One

Ritter, Sanford, Price & Chalek, New York, has been named to handle advertising for Liveright Publishing Corp., New York. Bernard Isaacson, formerly advertising manager of Cellu-Craft products, has joined Ritter, Sanford as production traffic supervisor and assistant account executive.

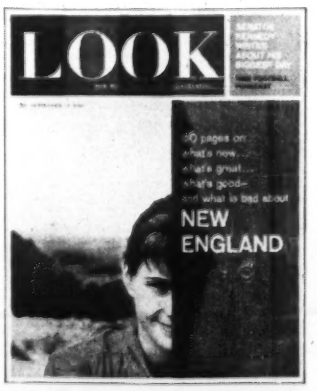
Ellington Names Riely VP

Charles T. Riely, account executive at Ellington & Co., New York, has been elected a vp. John E. Lynge, formerly pr director of Smith, Hagel & Knudsen, New York, has been named assistant pr director of Ellington.

Kentile makes them...

LOOK sells them

"LOOK's home-builder marketing program—best of any magazine's in the consumer field—helped sell Kentile Floors last year to builders of 3,100 new homes with a total value of $54,000,000," reports Charles A. Neumann, Vice-President, Sales, Kentile.



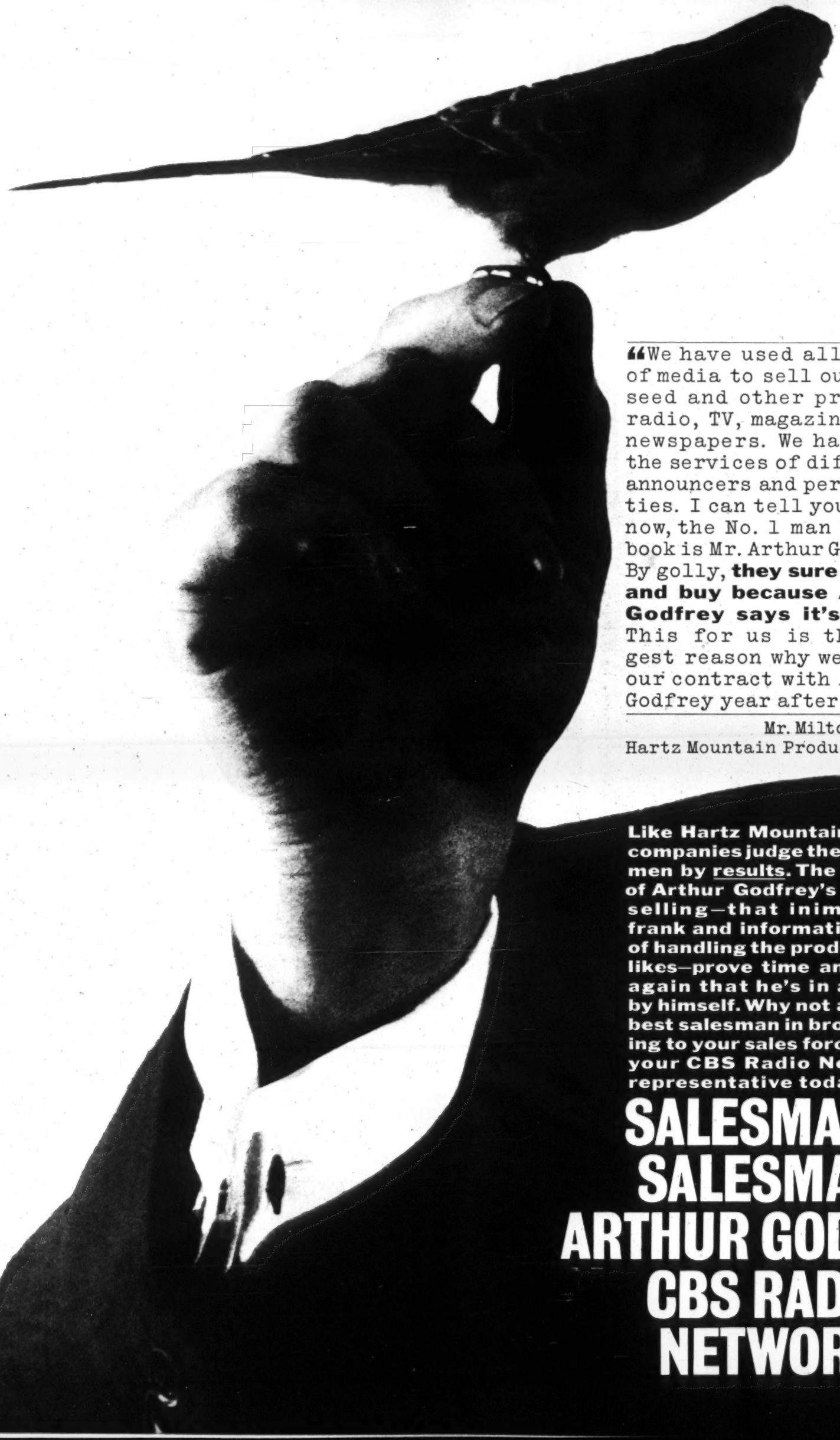
Kentile, Inc., leading manufacturer of resilient floor tile, has advertised continuously in LOOK for the past nine years. In 1960, Kentile® will invest more money in LOOK than ever before. Why?

Explains Vice-President Neumann: "We regard our Kentile Floors marketing program in LOOK as one of our most effective and profitable selling devices, because we can trace many actual sales to it. Big, important sales."

But according to Mr. Neumann, LOOK's marketing help is only the frosting on the sales cake. "We are primarily concerned with the effect of our ads on consumers. Here, too, LOOK is a leader. Again and again, our dealers tell us about customer requests for specific patterns of Kentile Floors right after those patterns are advertised in LOOK. And when your dealers like a magazine, it *must* be making sales."

In the past five years, LOOK has gained more circulation *and* more advertising revenue *and* more advertising pages than any other magazine in its field. One reason for this unmatched growth is LOOK's outstanding record in producing sales results.

For LOOK means sales.

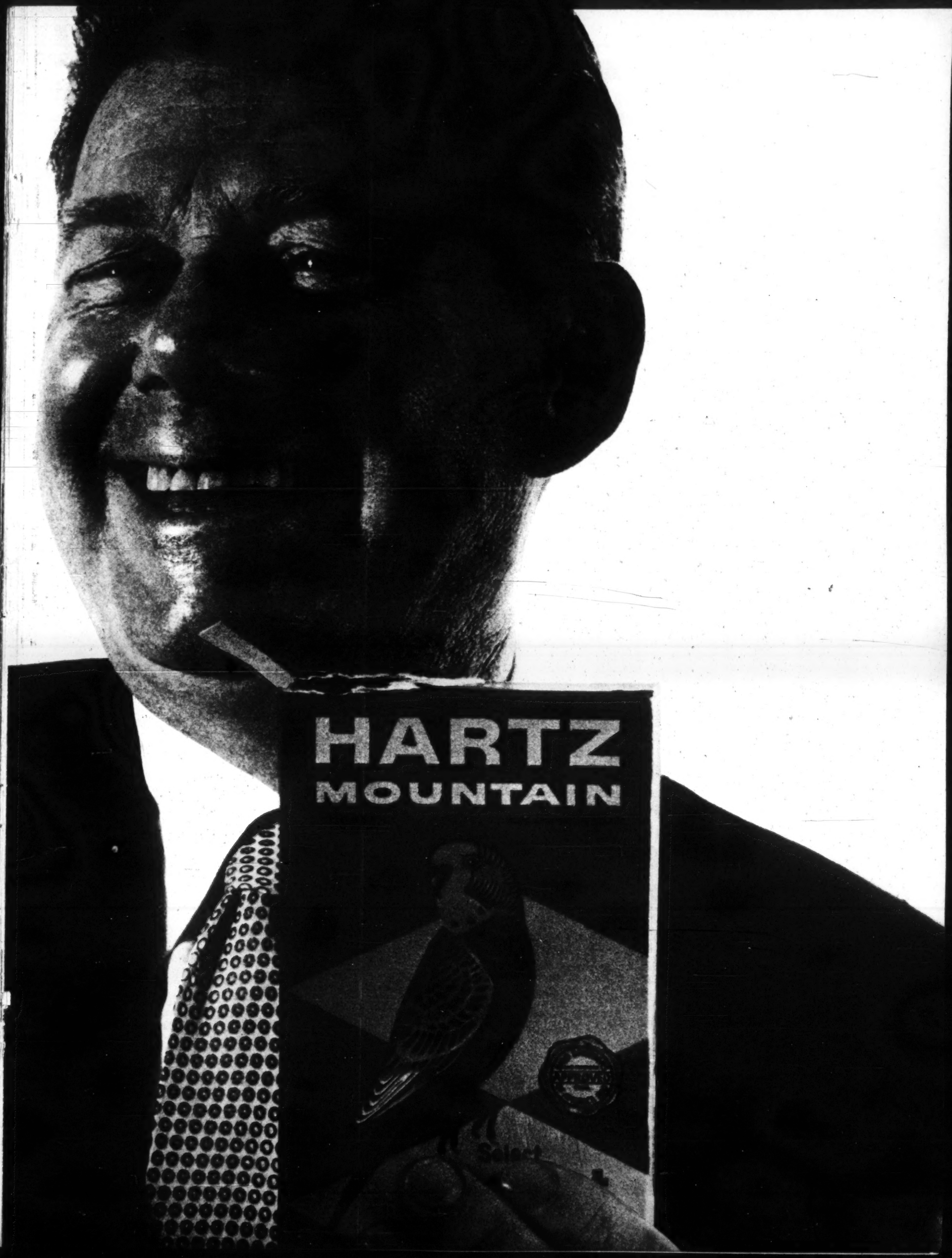


"We have used all kinds of media to sell our bird seed and other products—radio, TV, magazines and newspapers. We have had the services of different announcers and personalities. I can tell you right now, the No. 1 man in our book is Mr. Arthur Godfrey. By golly, **they sure go out and buy because Arthur Godfrey says it's good.** This for us is the biggest reason why we renew our contract with Arthur Godfrey year after year."

Mr. Milton North,
Hartz Mountain Products Corp.

Like Hartz Mountain, most companies judge their salesmen by results. The results of Arthur Godfrey's way of selling—that inimitable, frank and informative way of handling the products he likes—prove time and time again that he's in a class by himself. Why not add the best salesman in broadcasting to your sales force? Call your CBS Radio Network representative today.

SALESMAN'S SALESMAN: ARTHUR GODFREY CBS RADIO NETWORK


HARTZ
MOUNTAIN

TUCSON

If you want to cover Arizona the Star and Citizen are a must

DENVER	489,217
PHOENIX	434,277
TUCSON	**210,016**
ALBUQUERQUE	198,856
SALT LAKE CITY	188,197

NOW THE 3rd LARGEST CITY IN THE 8 ROCKY MOUNTAIN STATES

The Arizona Daily Star — Morning and Sunday

Tucson Daily Citizen — Evening

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Experts Eye Glass, Offer Toothsome Testimony at FTC-Pepsodent Hearing

Hearings on TV Ad Hit as Deceptive Recessed Until Nov. 30

WASHINGTON, Oct. 4—The Federal Trade Commission called in technical assistance today to help counter Pepsodent's claim that the white pot opal glass used in its tv demonstrations is just like real teeth.

FTC obtained a stipulation from Pepsodent in August, establishing that the tile featured in the demonstrations was opal glass (AA, Aug. 22). With this much on the record, FTC went into today's hearing determined to prove that the enamel on teeth and opal glass don't have the same characteristics.

The commission contends that a Pepsodent tv commercial is deceptive because the toothpaste won't really remove stains from all tooth surfaces. The commission's case hinges on its ability to prove that the opal glass plate used in the tv ad "rigs" the demonstration to make Pepsodent look more effective than it really is.

■ The commission's witness, Dr. David B. Scott, chief of the histology and pathology division of the National Institute of Dental Research, testified that the surfaces of real teeth are rougher than that of the glass plate.

He then admitted under cross-questioning, however, that some teeth are less rough than others. He explained that wear and tear smooths out the rough spots.

■ G. Duane Vieth, counsel for Pepsodent, brought out the fact that "an extra wide smile," for instance, exposed more teeth and smoothes them faster than teeth which are exposed less. He also established that the teeth of older people are smoother than those of children.

Frederick McManus, counsel for FTC's bureau of litigation, asked Dr. Scott if "typical" teeth are rougher than the glass plate, and Dr. Scott nodded that they are.

The hearings are to be continued in Houston Nov. 30. #

IMPORTANT TO YOU

Headlines That Show Expansion of the Jackson, Michigan, Market

Page one news to Jackson and Jackson area residents appeared below these headlines recently. Important news to you because it tells you that the Jackson, Michigan, market is expanding in many directions.

Jackson for years has been one of Michigan's outstanding markets. Indications, like the headlines above, show the market is expanding.

Sell this market with print messages in Jackson County's only daily and Sunday newspaper, with 97% of its readership concentrated in the city and retail trading zones.

Ask your Booth man for more information on this thriving Michigan market.

JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Cole & Weber Moves, Adds 4

Cole & Weber, Tacoma, has moved its offices to larger quarters in the Perkins Bldg. Richard M. Wilkins and John R. Cox, account executives, have been transferred to Tacoma from the agency's Seattle office. Donald A. Nyberg, formerly an account executive for Colle & McVoy, St. Paul, has joined the agency's Tacoma office, and Jack C. Burnett, previously with G. W. Gardner Advertising, Tacoma, has been added to the Tacoma staff as a copywriter.

AAW Slidefilm Now Available

The 1960 All-Western Advertising Craft slidefilm, which contains the best ads for 1960 selected by the Advertising Assn. of the West, is now available for showing throughout the U.S. No charge will be made for the slidefilm except the cost of mailing. Groups wishing to obtain the presentation should contact AAW headquarters, 337 World Trade Center, Ferry Bldg., San Francisco.

Market Surveys Founded

Market Surveys, a new marketing research company with headquarters at 67 E. Madison St., Chicago, has been organized. Hugh R. Edwards, formerly study director of Market Facts Inc., is director of the new company, and George J. Mrazek, previously media and research director of Sidney Clayton & Associates, is executive director.

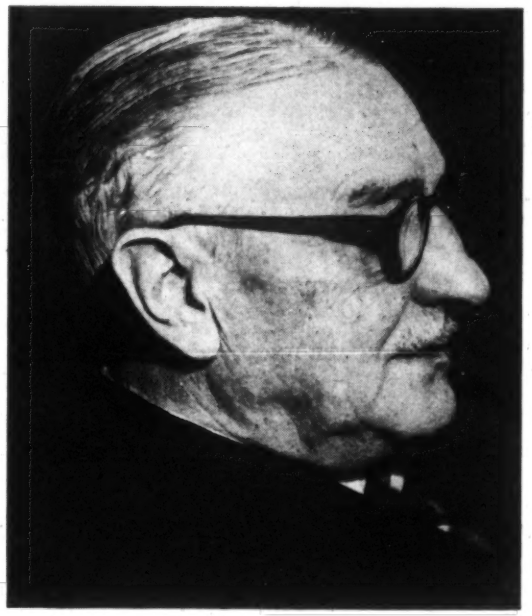
Clyde Brown Joins Shulton

Clyde A. Brown Jr., formerly a merchandising executive at Young & Rubicam, New York, has been named by Shulton Inc. as national sales manager of the toiletries division, headquartered at Clifton, N. J. He replaces James Murphy, who has resigned.

Lewis Barry Names West

Edward West, formerly a partner in West & Meyers, Wilmington, Del., has been named as account executive with Lewis Barry Inc., New York, trade show marketing counselor, whom he will represent in southeastern states. This is a new position.

Who reads CHICAGO'S AMERICAN?



"I like the American's interest in civic affairs, its stimulating editorial page, its all-round news coverage."

George F. Nixon,
executive,
1550 N. State pkwy.

"I like the American's financial pages. They are easily understood by the average man."

Sal. J. Russo,
executive,
Cosmopolitan National Bank

"I like 'Dear Abby,' fashion features, Mary Martensen, Louella Parsons, and coverage of teenage events."

Dolores Rowan,
student,
Jones Commercial School

"I like the editorials most of all. They are always clear, well-reasoned, understandable to all."

Joseph C. Clark
carpenter,
11358 Champlain av.

"I get real help in rearing my two children from the 'Child Care' column in the American."

Marilyn Luebeck,
housewife,
5420 Foster, Skokie

"I like the handling of general news. It's easy to follow the big stories in the American."

H. A. Hendrickson,
railroad engineer,
460 Main st., West Chicago

"We do," say enthusiastic Chicagolanders

CHICAGO'S AMERICAN
Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Iowa Light to Campbell-Mithun

Iowa Power & Light Co., Des Moines, has appointed Campbell-Mithun, Minneapolis, to handle its advertising and pr.

4 COLOR PROCESS LITHOGRAPHY
in
ONE WEEK
• Ad Pre-prints
• Market Testing
• Sales Meetings
VAN BUREN OFFSET, Inc.
1821 W. Berteau Ave. • Chicago 13
Diversey 8-5844

Mattel Built Toy Market Share via Year-'Round TV, Still Hikes Spending

(Continued from Page 3)

"Mickey Mouse."

There's little doubt the rise of Mattel has been due to its tv advertising, and the thorough merchandising of that advertising. At the March toy shows in New York each year the company has merchandised its advertising to jobbers and retailers, using such means as films of both programs and commercials, complete schedules of commercials by dates, and the products to be advertised.

"Mickey Mouse" did much to establish Mattel in the toy industry, but by the middle of 1959 it was felt a change was necessary. The program had been cut to half an hour, and re-runs were being used. Ratings had dropped as competing stations began pitting strong programming against the re-runs.

At this time it was decided Mattel should use its own program. Here the objective was stronger company indentification, plus control of the program. A lengthy search by Mattel's agency, Carson/Roberts, turned up a block of cartoons recently purchased by Harvey Famous Films from Paramount Pictures. These had been shown in theaters, but not on tv. ABC offered a 5 to 5:30 p.m. slot on Sundays. Research indicated kids were watching tv at that time, but there were no programs for them.

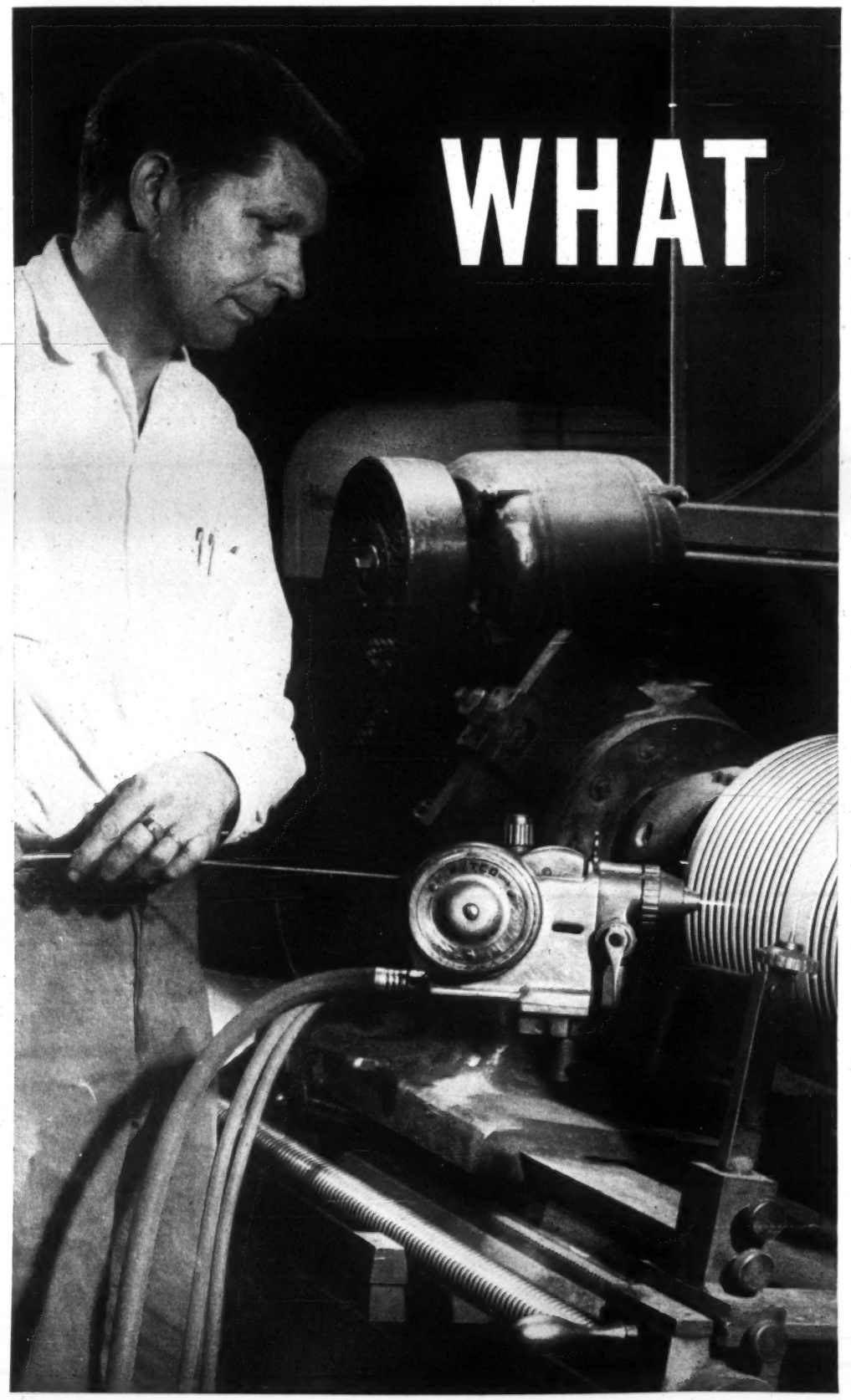
■ From this came the proposal of Carson/Roberts that the program be made wholly animated by use of the Matty Mattel character as host, with the show being called "Matty's Funday Funnies." To put the show together, the agency created the openings and closings, billboards, commercial lead-in and a theme song. ABC produced the show; Harvey Famous Films handled continuity.

■ By the summer of 1960 the show was reaching Nielsen 20 ratings nationally, and the show is now set through next season. This fall, prior to Christmas, it will be telecast at least twice, on Friday evening and at the regular time on Sunday, plus an added Sunday telecast at 12:30 or 1:30 p.m. when football telecasts do not preempt.

However, despite the success of "Mickey" and "Matty's Funday Funnies," Mattel has found it necessary to expand its use of spot tv substantially. Prior to 1959, spot tv had been used only for special situations. But in 1958, it first became apparent that in the period before Christmas, four network spots a week could be lost in the shuffle.

FIRST TIME—*Derby Foods, Chicago, broke into national advertising for the first time with this color page in the Sept. 26 Life. McCann-Erickson, Chicago, is the agency.*

In the fall of 1959, to evaluate the tremendous increase in toy advertising on tv, and particular-



UNITED PRESS INTERNATIONAL'S
Commercial
Photography Division
does–and
does *better*–
to deserve kudos from
METCO INCORPORATED

UPI

ly in local spot, Carson/Roberts made a study called "The 13 Weeks Before Christmas, 1959."

Major conclusions were: More and more toy manufacturers are taking to tv; toy manufacturers are becoming prime competitors for time in the last three months of the year; toy commercials are being piled together with no exclusivity or product separation.

The study revealed that jobbers, who had foreseen the squeeze for time which began in 1958, had sewed up all the desirable prime time kid shows in many markets and were selling them at a profit. Jobbers controlled many shows and jammed them with commercial after commercial for toys, to the degree they vitiated and canceled each other out. Competing manufacturers were on the same shows with the same products.

A further analysis of the claims of other toy manufacturers revealed that in many cases the volume of their tv advertising was far less than had been claimed in merchandising to the trade. On this score, the conclusion was that not all of this was deliberate. In many cases toy manufacturers had not been able to buy all they were willing to buy.

One result was a disillusionment of jobbers and retailers with respect to tv advertising claims. Television was no longer the magic word, although it was still unrivaled as a means of selling toys.

■ The agency came up with three possible solutions:

1. Plunge much more heavily into network tv. It was felt this would be too costly if the desired saturation was to be obtained.

2. Use a syndicated show the last 26 weeks of the year in 40 markets, if a proper vehicle could be obtained.

3. Enter the spot "jungle" and take the chance of the loss of exclusivity and Mattel identification.

The 1959 Mattel budget reveals that solutions (1) and (3) are being used. The added telecasts for "Matty's Funday Funnies" will boost network expenditures for time to $1,417,000. The spot expenditure is set at $345,000. The total—$1,762,000—is almost exactly double that of last year, and only $76,000 less than the total expenditures of all toy manufacturers in tv as recently as 1956.

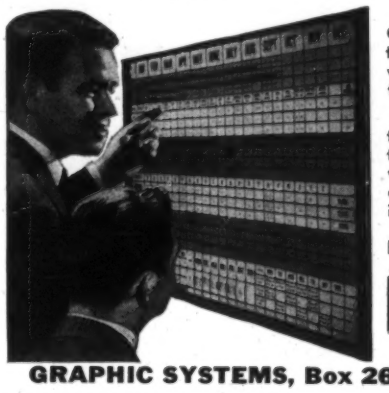
In increasing its spot expenditure by almost 700%, the agency believed an attempt should be made to breach the 15 to 30-day previous confirmation policy of stations to avoid the possibility of being shut out of important markets. In April and May, 1960, an agency team of Cy Schneider and Eddie Smardan, radio-tv director, picked 32 prime markets and set about getting end-of-the-year schedules on the basis that they would make non-cancelable contracts if the stations would do the same. Firm agreements were reached with 20 stations.

Later Mr. Schneider, Mr. Smardan, and Beverly Plotkin divided up the country and personally visited the 20 stations and an additional 15 on which schedules were purchased at that time.

In this field trip the objectives were to expose Mattel toys to station managers and personalities, to work out any problems with stations, to make store checks in cities visited to determine how Mattel toys were moving, and ascertain the attitude of buyers toward them.

When necessary, time was acquired through jobbers, but the agency team reported a feeling that jobber tv is on the way out. #

Gives Graphic Picture of Your Operations



The BOARDMASTER Visual Control tells you at a Glance how to save time and money—prevent mixups and confusion. All facts at "eye level."

Over 500,000 organizations use this simple, flexible tool to get things done. Ideal for sales, inventory, productions, scheduling, etc. Type or write on cards, snap in grooves. Made of metal.

Full price **$49.50** with cards

FREE 24-page Illustrated BOOKLET No. BG-40 Without Obligation

Write Today for Your Copy.

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

Don Watson, Advertising Manager, METCO INCORPORATED, Reports:

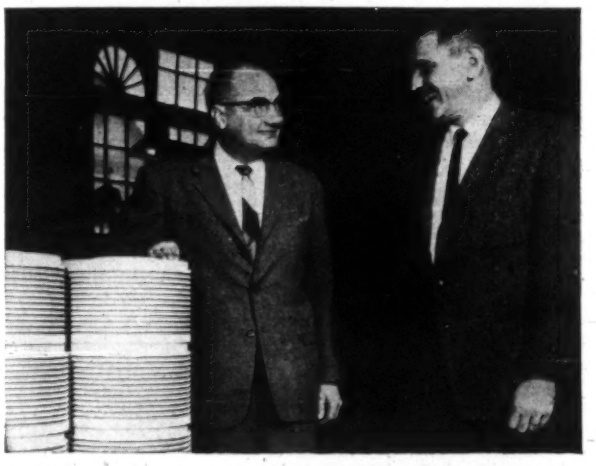
"We switched to UPI's Commercial Photography Division as our source for field photo and user reports back in 1954, when we had to rate the reports received from our 'old' source as only 'fair' and the photography as 'poor'. I went looking for a service that could report well, photograph well, and provide coverage throughout the United States. I found UPI!

"Frankly, we were hesitant about changing our source of material, since our process of metallizing—Flame Spraying—is quite intricate. However, I have been pleasantly amazed to learn that different teams of UPI reporters and photographers located all over the country can provide story-picture reports that are so accurate and usable. In some cases, I have been able to use reports almost verbatim! UPI photographers do an outstanding job, using imagination to provide more than mere 'stock' shots.

"We use the stories, photos and testimonials to make our ads, house organ—METCO NEWS—and literature exceptionally effective. I recommend UPI to any company, especially companies whose activities, like ours, are quite technical and varied."

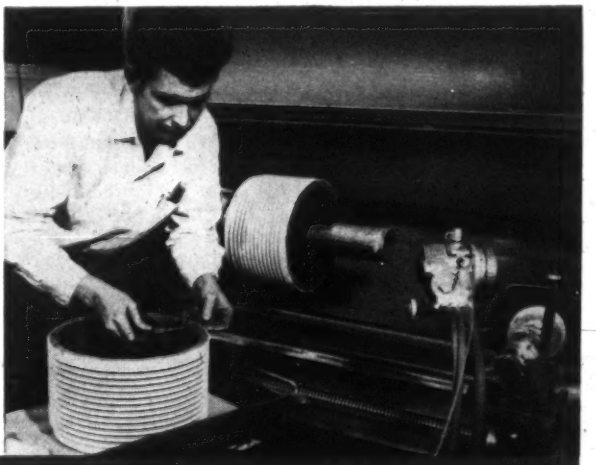
UPI reporter-photographer teams are strategically located across the country—and in principal cities throughout the world—to do the field reporting job faster and at less cost than you could do it yourself. You can rely on UPI, as do many of the country's leading advertisers and advertising agencies.

FIELD PHOTO AND USER REPORTS • PRODUCT APPLICATION PHOTOGRAPHS • PUBLICITY AND EDITORIAL PHOTOGRAPHS • PRODUCT PHOTOGRAPHS • COLOR PHOTOGRAPHS • STOCK PHOTOGRAPHS • TELEPHOTO TRANSMISSIONS • SPECIAL PHOTO ASSIGNMENTS



UPI's Commercial Photography Division supplied these—and other—photos of METCO's products in use at the Metal Spray Machine Co., Pekin, Illinois. And UPI's report also included factual quotes obtained from Metal Spray's President and General Manager, James Railsback.

Convincing facts . . . positive testimonials . . . imaginative photographs . . . UPI does the job . . . *right!*



UNITED PRESS INTERNATIONAL

UNITED PRESS INTERNATIONAL
Commercial Photography Division
WORLD HEADQUARTERS
220 East 42nd St., New York 17, N.Y.
MUrray Hill 2-0400

Commercial Photography Division

BRANCH OFFICES IN:
Boston, Chicago, Cincinnati, Detroit, Los Angeles, Philadelphia, Pittsburgh, San Francisco

IN EUROPE: London, England

Send complete information on the following:

☐ Field photo & user reports ☐ Product photos
☐ Product application photos ☐ Color photos
☐ Publicity & editorial photos ☐ Stock photos
☐ Telephoto transmissions ☐ Special photo assignments
☐ Have representative call

Name_____
Firm_____ Title_____
☐ Advertiser ☐ Advertising Agency
Address_____
City_____
Zone_____ State_____

PHOTOGRAPHIC REVIEW OF THE WEEK

O'Neill Sawyer Fernald Rhodes Nixon Kenyon

MPA DAY—*Presidential candidate Richard Nixon gets a laugh from Kent Rhodes of Reader's Digest Assn. and Robert Kenyon, president of the Magazine Publishers Assn. at the annual fall conference of the MPA in New York. Mr. Nixon was guest speaker at a breakfast. Three panelists talking things over are Mike O'Neill of TV Guide; Bayard Sawyer of Business Week; and Dana Fernald of Farm Journal.*

SEARS LORE—*When Sears, Roebuck & Co. opened its first retail store outside of a mail order plant in Evansville, Ind., on Oct. 5, 1925, this crowd of fashionably dressed women was on hand to buy goods over the counter which they previously were able to buy only through catalogs. Sears, which now operates 738 retail stores in the U. S., celebrated the 35th anniversary of the opening of the Evansville store last week.*

Mrs. Hathaway Hathaway Lucking

HATHAWAY GETAWAY—*When J. M. Mathes Inc. hosted a cocktail party for its retiring media boss, D. J. Hathaway, about 300 clients, agency people and friends in the media field turned up at the Park Lane in New York. They gave the guest of honor an $1,100 Victor electric golf cart (being ridden by Mr. and Mrs. Hathaway and Hank Lucking of The New Yorker), a wristwatch, a chest of sterling silver, four dozen personalized golf balls, an abacus and a gag golf umbrella.*

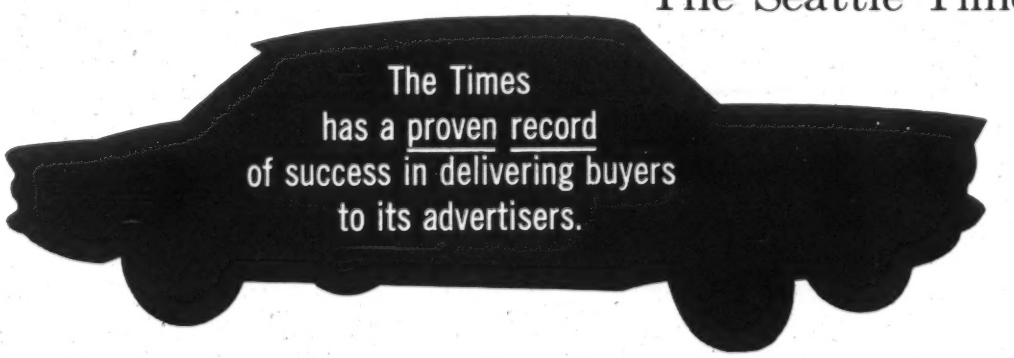
Kintner Stewart Mrs. Stewart Hitchcock

PARTYGOERS—*Robert E. Kintner, NBC president; David C. Stewart, new president of Kenyon & Eckhardt, Mrs. Stewart, and Alfred Hitchcock get together at a New York press party marking the Sept. 27 switch of "Alfred Hitchcock Presents" from CBS-TV to NBC-TV. With the switch, Mr. Hitchcock acquired a new sponsor: Lincoln-Mercury will replace Bristol-Myers.*

BEER SALESMEN—*Ballantine and Schaefer have been making a special bid for New York's huge Negro market with shows featuring top colored performers. Nat King Cole has been seen on two much applauded hour shows for Ballantine over WNBC-TV. Lonnie Sattin heads a sparkling weekly variety review for Schaefer on WABC-TV.*

The Pacific Northwest's best new car salesman

Of all new car sales in Washington State during the first seven months of 1960, 49% were concentrated in Seattle's six county retail trading zone. It is in this same booming, buying market that 95.9% of The Seattle Times' circulation is concentrated.



Automobile Linage

(January through July, 1960)

The Seattle Times 783,594 lines

Percentage of Field 57.1%

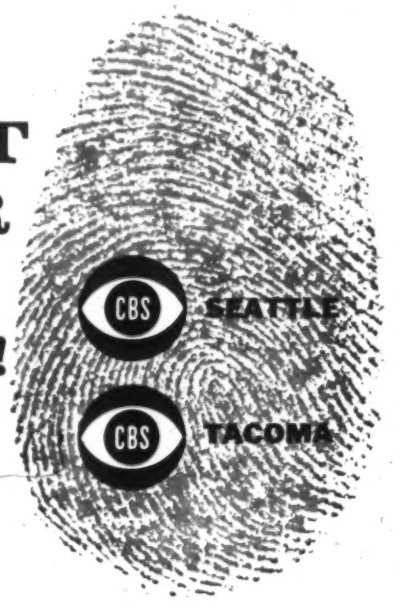
Sources:
Media Records
Business Records

Place your schedules in:

The Seattle Times

Represented by O'Mara & Ormsbee, Inc. New York, Detroit, Chicago, Los Angeles and San Francisco

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN ST. LOUIS... bigger than Newark and Rochester combined

Of course KTNT-TV covers Seattle like a blanket . . . but that's only part of the story. The entire area served by this lively station includes 7 major urban areas and a concentrated farm and suburban population . . . 1½ million people with over-average incomes. Talk to your WEED TELEVISION man before you buy your next TV time in the Pacific Northwest. Learn more about the favored market and this popular station.

KTNT TV
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

Former 'Bohemia' Principals Launch 'Bohemia Libre'

The displaced principals of *Bohemia*, leading Cuban consumer magazine intervened by the Castro government, have launched a new Spanish-language international magazine, *Bohemia Libre* (Free Bohemia), for distribution in the U.S. and Latin America. *Bohemia Libre* will be published in New York under the direction of *Bohemia's* old editor, M. Quevedo. The advertising manager will be Luis Soria, veteran Cuban agency head, who recently left Havana to become a principal in a Puerto Rican agency (AA, July 18).

Ralston Purina Ltd. to Foster

Ralston Purina Co. Ltd., Clarkson, Ont., has awarded its livestock feeds account to Foster Advertising, effective Jan. 1. The account, estimated to involve $350,000 in billings, has been at Thompson-Petersen Advertising for more than 30 years.

LIQUID RAINBOW'—*Erven Lucas Bols Distilling Co., Louisville, has scheduled this color-page ad in Gourmet, House Beautiful, Sports Illustrated and Vogue. Albert Woodley Co., New York, is the agency.*

SEC Blocks New Skiatron Stock Issue

WASHINGTON, Oct. 4—The Securities & Exchange Commission today blocked plans for a new issue of Skiatron stock in a decision which finds that Skiatron's prospectus failed to disclose that it lacks the resources necessary to establish a wired pay tv service.

SEC said at least $13,000,000 is required to operate a wire system in a densely populated area, not including any allowance for programming cost. It said the prospectus for the new stock issue suggested that Skiatron was ready to go ahead, without revealing the financial and other difficulties which had to be overcome.

Trading in Skiatron stock was suspended by SEC Dec. 18, 1959. While it is blocking the new issue, SEC said it will permit trading in existing Skiatron stock to resume Oct. 12, in the belief that today's decision will provide investors with enough information so that they can arrive at "an informed evaluation of Skiatron stock."

■ The decision said Skiatron's only asset is its license arrangement with Matthew M. Fox, who is exclusive licensee for the Skiatron system. He is supposed to pay Skiatron 2½% of his gross receipts from operating the Skiatron pay tv system, SEC said, but "neither Mr. Fox nor his company, on which Skiatron completely relied to finance and promote the system, had the equipment, facilities or financial ability to undertake commercial operation of such a system."

SEC noted that there had been publicity in August, 1959, to the effect that Mr. Fox had arrangements with the Los Angeles and San Francisco baseball clubs, and theatrical producer Sol Hurok. "But when the statement was filed," SEC said, "there were no arrangements in effect with the Los Angeles [baseball] owners; Mr. Hurok has only agreed to serve as a consultant and to endeavor to negotiate agreements with artists affiliated with him; and a contract with the San Francisco [baseball] owners was in default by reason of Fox's failure to make additional payments of $4,250,000."

Kaufman Joins Freidin-Studley

Sanford Kaufman, formerly advertising and promotion manager of Ziff-Davis Publishing Co., has been appointed director of planning and development of Freidin-Studley Associates, New York company which has specialized in the design and planning of offices for advertising agencies and publishing companies.

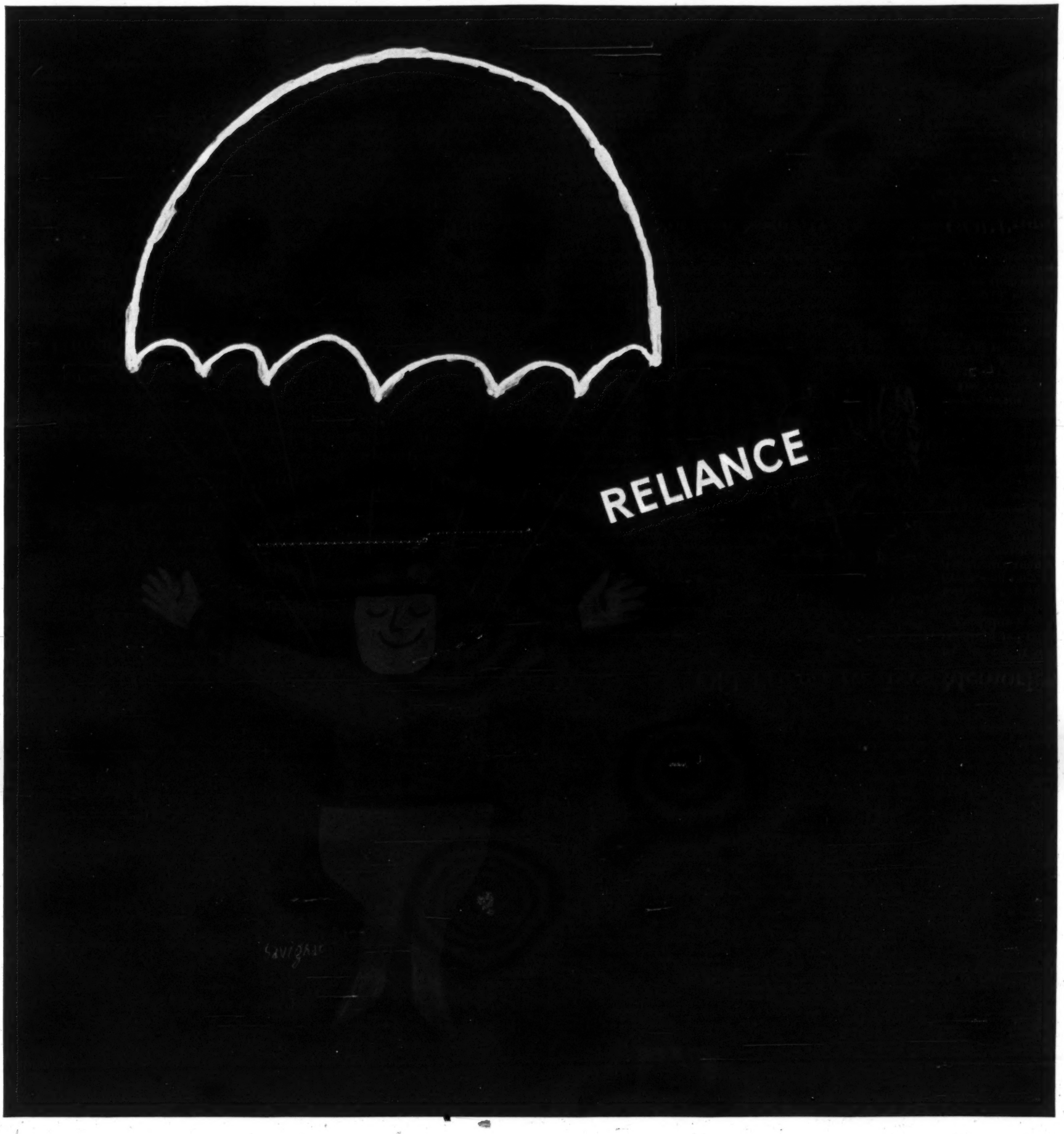
MEET THE WOMAN IN THE TEAM AT THE TOP!

"My secretary, Mrs. Dorothy Mominee, is a 'tower of strength' in our management team," says J. C. Connell, General Manager, Atlas Van-Lines, Inc., Evansville, Ind. "Her recommendations on the purchase of office supplies and equipment influence our decisions to test or to purchase."
The modern secretary is not just a letter-writer. She's a key part of the management team, consulted when decisions are made...and exercising particular influence on purchases for the office. She's a prime prospect for **you,** if you sell office products...and the best way to reach her is through TODAY'S SECRETARY—the only publication with a nation-wide paid circulation of secretaries in business and training. 145,000 subscribers, plus 345,000 pass-along readers monthly, will see your ads in TODAY'S SECRETARY — and ask for your product when office supplies and equipment are selected. Write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000



The reliance that the people of Philadelphia have in The Evening and Sunday Bulletin is the result of years of living together and understanding each other.

The editorial integrity and independence of this newspaper meet the standard set by the fair-minded people who read it The Bulletin and the people of Philadelphia speak the same language.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices: New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Boulevard; Detroit 2, New Center Building; Los Angeles 5, 3540 Wilshire Boulevard; San Francisco 4, 111 Sutter St. ***IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN***

MAKE BIG MONEY in MAIL ORDER!

It's easy to start and operate a mail order business of your own. You need little or no capital and you work in your spare time. **Mail Order Business Magazine** is written by experts who tell you everything there is to know about the mail order business. Ideas, methods, new products, free publicity, etc. For FREE Details, rush postcard with your name and address TODAY to—

MAIL ORDER BUSINESS MAGAZINE
550 Fifth Ave. Dept. L-1 New York 36, N. Y.

Lehn & Fink Promotes Four

The Lehn & Fink division of Lehn & Fink Products Corp. has appointed John Jennings marketing manager for Noreen products. He was formerly vp in charge of marketing of Noreen Inc., recently acquired by Lehn & Fink. The division has promoted Roger M. Kirk Jr. to assistant general manager, Samuel F. Melcher Jr. to merchandise manager and William S. Watchman to assistant brand manager.

"JUST RIGHT"
FOR DELIVERING
QUALITY
RESULTS
IN GREATER
KANSAS CITY

KBKC radio

1480
ON THE RIGHT
SIDE OF THE DIAL

"GOOD MUSIC
IN THE
MODERN VEIN"

Public Radio Corp.
KIOA DES MOINES | KAKC TULSA | KBKC KANSAS CITY
Announcing the Appointment of
Our National Representatives:
VENARD, RINTOUL & McCONNELL, Inc.

Expulsion Is Penalty in New ANA-4A's Setup

(Continued from Page 3)

factual questions nor validity of claims. The committee's concern will be, in its own words, "advertising considered to be in bad taste, manifestly misleading or otherwise likely to be harmful to advertising as a whole."

The two associations feel this action is an important step forward as an indication of the advertising industry's determination to police its own output. Frederic R. Gamble, president of the Four A's, has stated previously that "ethics" is today the most important problem facing advertising. And Mr. Frost, ANA chairman, pointed out yesterday that he has discussed this move with Earl W. Kintner, chairman of the Federal Trade Commission. Mr. Kintner, he said, expressed his enthusiastic support of this kind of voluntary effort.

■ Mr. Allen reported yesterday that the Four A's committee had processed 260 criticisms over the past five years, ruling that 151 of these represented objectionable advertising: 88 were found to be in bad taste, 44 were deemed misleading because of verbal or visual trickery and 19 were considered unfairly derogatory.

Mr. Allen said the Four A's committee succeeded in all but four cases in getting revisions of the offending copy. The four agencies which refused to make revisions were not Four A's members, he pointed out.

In response to a question, he said he did not know of any agency that had lost an account because it produced offensive advertising, but he added that he did know of one case where an agency resigned an account because the client refused to change offensive copy which was producing sales.

Replying to another question, Mr. Allen said that the advertising found objectionable fell to a great extent, "as you might guess," in the pharmaceutical area.

■ He revealed that the interchange program has been effective in eliminating from much of drug advertising the "anatomical diagrams" and the illustrations featuring the "piping and the plumbing in the body."

The committee, he noted, has dealt—and will now deal—with timing as well as content. As an example, he pointed out that a hemorrhoid commercial might be objectionable at 6 p.m. but not at 11 p.m.

Mr. Allen said the criticisms handled by the Four A's committee have involved in nearly every instance national advertising conducted by "prominent companies."

The new joint committee will follow the practice of the old Four A's committee and make no public disclosure of its deliberations. Members of the committee will be automatically disqualified from voting on advertising which promotes products competitive with those promoted by their own companies.

■ Among the standards to be used by the committee are the Four A's copy code (endorsed by the ANA since 1937) and the "interpretation of the Four A's copy code with respect to television commercials," a document issued earlier this year by the Four A's and since endorsed by the National Assn. of Broadcasters and all the national television networks.

Advertisers and agencies are invited to send their criticisms of advertising to: Secretary of the ANA-Four A's committee for the improvement of advertising content, 420 Lexington Ave., New York 17.

■ Members of the committee are:

For the ANA—Peter W. Allport, exec vp, ANA; David F. Beard, general director of advertising, Reynolds Metals Co.; James E. Burke, vp in charge of merchandising and advertising, Johnson & Johnson; Ralston H. Coffin, vp in charge of advertising and sales promotion, Radio Corp. of America; H. F. Griswold, advertising director, Dole Corp.; Edward B. Rothman, advertising and sales promotion manager, Ford Motor Co.; Douglas L. Smith, advertising and merchandising director, S.C. Johnson & Son; Samuel Thurm, vp, Lever Bros. Co.; and Ben H. Wells, vp in charge of sales and advertising, Seven-Up Co.

For the Four A's—Beatrice Adams, vp, Gardner Advertising Co.; Charles F. Adams, exec vp, MacManus, John & Adams; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Robert T. Colwell, vp, J. Walter Thompson Co.; Robert L. Foreman, exec vp, Batten, Barton, Durstine & Osborn; Frederic R. Gamble, president, Four A's; Earl Hodgson, president, Aubrey, Finlay, Marley & Hodgson; William D. Tyler, exec vp, Benton & Bowles; and David B. Williams, president, Erwin Wasey, Ruthrauff & Ryan. #

ONLY YOUNG CATHOLIC MESSENGER
blankets the Catholic junior high school market

- **Guaranteed circulation: 900,000 ABC.**
- **Goes into 75% of all Catholic junior high schools.**
- **68% of all Catholic junior high school students subscribe — and multiple use increases this coverage considerably.**

YOUNG CATHOLIC MESSENGER, the oldest English-language periodical published exclusively for junior high school students, has served Catholic youth for 75 years. It is used as a current-affairs weekly in 8,000 schools. It has become a part of the Catholic educational system.

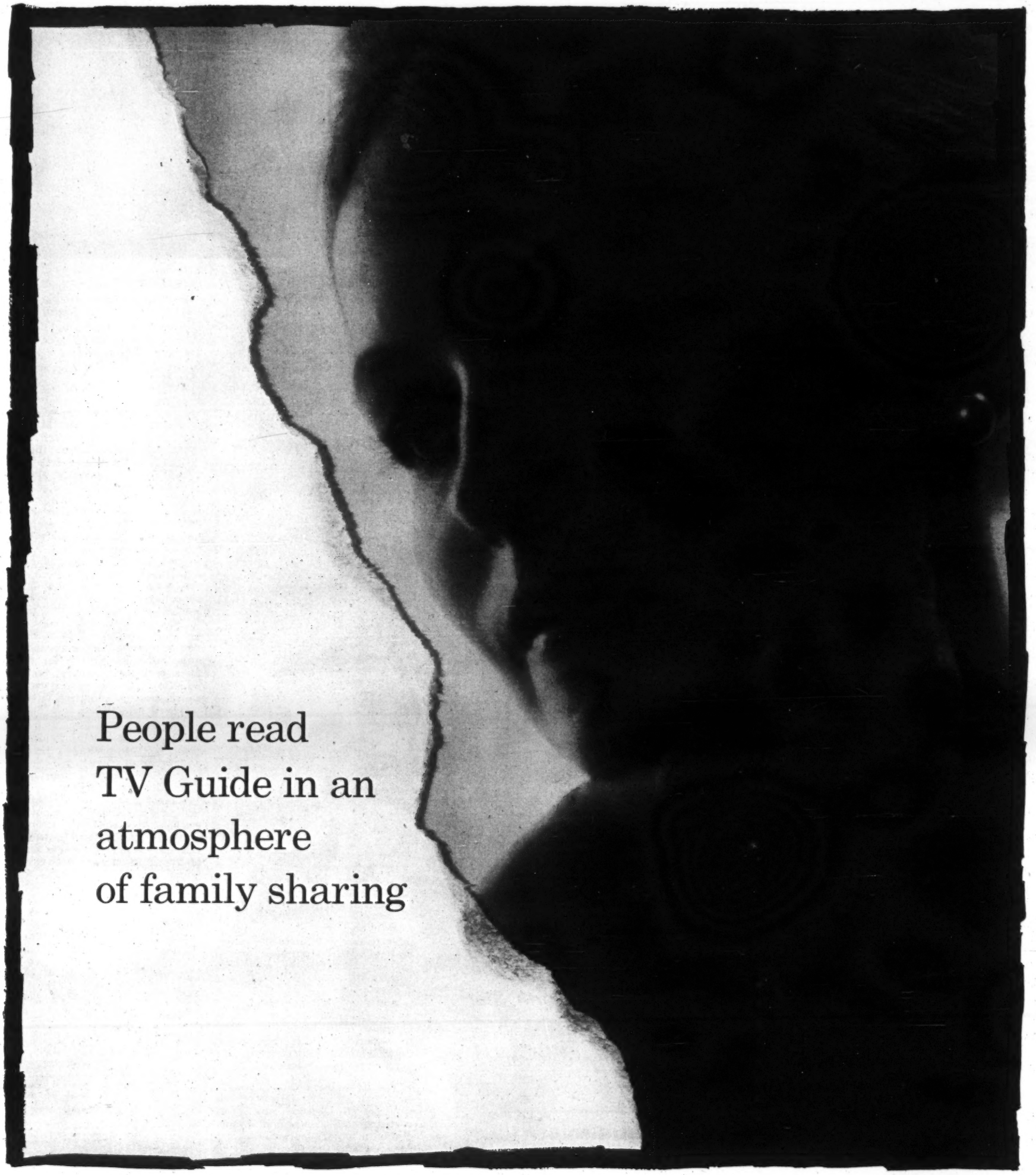
YOUNG CATHOLIC MESSENGER commands an acceptance ordinary magazines cannot hope to achieve. It carries the authority of teacher endorsement. More important, students *want* it and *read* it!

YOUNG CATHOLIC MESSENGER is used regularly by national advertisers to sell the youth market directly, to influence family buying, and to build a corporate image.

Write for Our Comprehensive
YOUTH MARKET SURVEY

This 52-page survey of YOUNG CATHOLIC MESSENGER readers reports on their hobbies, company and brand preferences, favorite sports and equipment, and the products they and their families buy. Copies of *Youth Market Survey* are available free to manufacturers and their agencies — please request your copy on your firm's letterhead.

YOUNG CATHOLIC MESSENGER
Nelson C. Peabody, Advertising Counsel
276 West 43rd Street
New York 36, New York



"They are oriented toward relatively wholesome family-centered concerns." This conclusion, of particular significance to advertisers, stems from the depth study of TV GUIDE readers made by Dr. Burleigh B. Gardner and staff, of Social Research, Inc. The TV GUIDE audience is both huge and rather special. It consists predominantly of selective viewers (73%)—determinedly rational—who read the magazine cover to cover for the background and knowledge they need to get the most out of their TV watching. These families, primarily young, express concern about taste. They strive to be discriminating. They are a powerful force to have on your side, as important advertisers (from Coca-Cola and Kraft to Pontiac and Seagram's) are well aware.

TV GUIDE

Best-selling weekly magazine in America

For a detailed report on the Gardner Study, call your local TV GUIDE *office or write* TV GUIDE, *Radnor, Pa.*

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service News

505 N. LaSalle St., Chicago 10, Ill.

Snellenburgs Launches Drive

Snellenburgs, Philadelphia department store, currently is conducting a campaign on five Philadelphia radio stations—WCAU, WRCV, WFLN, WFIL and WIP—promoting its men's store as a prestige shop. The push involves spot adjacencies to every college football game broadcast in Philadelphia during 1960; sponsorship of a portion of the Philadelphia Eagles' football schedule; daily announcements within prime time news programs, plus full sponsorship of a series of prestige public service programs. The radio push is supported by ads in the radio pages of newspapers and direct mail. Lavenson Bureau of Advertising, Philadelphia, is the agency.

Palmer, Codella Adds One

Palmer, Codella & Associates, New York, has been named to handle advertising for Simplified Tax Records, New York, an advisory service. The company formerly advertised direct. Palmer, Codella has named Henry Shaffer, formerly a vp of Zlowe Co., vp for consumer products accounts.

Smith Sherman Foote Mountain

ADVERTISING WEEK POW WOW—*The National Advertising Week committee met Sept. 15 in New York to discuss plans. Among those present were the committee vice-chairman, Douglas L. Smith, S. C. Johnson & Son; and Margot Sherman, Emerson Foote and Robert Mountain of McCann-Erickson. M-E is the ad week task force agency and Mr. Foote is national plans chairman. In the background is committee member Robert Selzer, president of the Advertising Specialty Guild of America.*

Quaker Uses Some Decentralization in Its Marketing Abroad

CHICAGO, Oct. 4—Quaker Oats Co's international organization is divided into three decentralized divisions with each unit responsible for advertising, sales promotion and marketing programs in their respective areas, Robert J. McGorrin, manager of Quaker's foreign department, told members of the Chicago chapter of International Advertising Assn. yesterday.

The three divisions, he said, are:

- Eastern hemisphere, headquartered in London, which includes Europe, Africa, the near East, India, Australia and New Zealand.
- Latin American & Pacific, headquartered in New York.
- Canadian, with headquarters in Peterborough, Ont.

"In line with this organization, our advertising control is also decentralized into three areas, but the control within the markets of each area group varies according to circumstances," Mr. McGorrin said.

■ "In our opinion, there are many reasons for decentralized control of our advertising. These include the fact that there are many differences in products sold from one area to the other, because of local food habits; and the approach to advertising these products can best be developed by our personnel in each area, working in conjunction with their respective advertising agencies."

The only restriction Quaker has set for executives preparing the ad programs in the three areas is that they operate "within certain policy lines, tying in with over-all company objectives," he said.

■ The ad manager for the Latin American & Pacific area is responsible for the development of advertising and sales promotion programs in export markets in Latin America and the Pacific, and for the supervision of ad programs developed by Quaker subsidiaries in his area, Mr. McGorrin said.

The export programs are developed by National Export Advertising Service, New York, he said, and ad programs for subsidiaries are developed by the local ad manager in conjunction with the local agency and referred to the New York manager for general approval. Radio is the most important medium in the Latin American & Pacific area, although movie ads, tv, outdoor, newspapers, local magazines and inter-American magazines also are used.

The Canadian operation has its own ad department and works with its own agency (Spitzer, Mills & Bates, Toronto), Mr. McGorrin said. Because of the overflow advertising moving across the U.S. border into Canada, the Canadian group is given advance plans on U.S. ad activities.

■ The Canadian division takes a freer hand in package designing, and it also uses a higher percentage of in-package premiums than is used in the U.S., he said.

In the eastern hemisphere, there are seven wholly owned Quaker subsidiaries. Mr. McGorrin said the ad setup here is similar to that in New York in that "they have an export organization with control on advertising for export markets, but there is a lesser degree of supervisory control over the ad efforts of the subsidiaries because these subsidiaries are older and well established."

■ The Quaker executive said there is much use of package promotions and premiums, with press advertising tied in, in the eastern hemisphere division.

Quaker's sales outside the U.S. last year amounted to about $85,000,000, Mr. McGorrin said. Advertising expenditures outside the U.S. for Quaker products amount to a "multi-million dollar figure which, from a percentage standpoint, would compare favorably with the ratio of advertising to sales of the parent company," he said. #

1/4 OF ALL TEXAS FOOD DOLLARS ARE SPENT IN THE FORT WORTH MARKET

The 641,400 households in the Fort Worth Market spend $628,291,000 on food purchases... 24.2% of all the Food Dollars in Texas! And one medium, the Fort Worth Star-Telegram, covers this 100-county market best - - 38.2% family coverage daily. (86.7% daily family coverage in Metro Fort Worth proper.)

FORT WORTH MARKET RETAIL BUSINESS

TOTAL RETAIL SALES	25.3%	Furniture, Households	23.6%
Food	24.2%	Auto Sales	26.8%
General Merchandise	24.9%	Gas Station Sales	27.2%
Apparel	20.9%	Drug Sales	25.0%

SOURCES: Sales Management, ABC Publisher's Statement 3/31/60.

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

IN DETROIT. . .

THE NEWS WOOS THE WORKING WOMAN...

In Detroit, there are more than 400,000 working women earning over one billion dollars a year.

What a terrific market they represent—for cosmetics and girdles, for home permanents and hair sprays, for the thousand and one other things that have strictly feminine appeal.

In Detroit, the most direct way to a working woman's purse is through The News, the *evening* newspaper they read at home, after work. Its daily women's section is Detroit's most complete, most helpful, most interesting and most popular. That's why The News reaches the most women in the busy Metropolitan Detroit area, and carries more advertising than both other newspapers combined. Use THE NEWS and *feel* the impact!

The Detroit News

640,079 Sundays—480,673 Weekdays average for 6-month period ending 3/31/60 filed with ABC

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

Roberts Names Bogerts

Roberts Co., City of Industry, Cal., manufacturer of carpet tools and accessories, has appointed Bogerts Inc., Los Angeles, to handle its account. Philip J. Meany Co., Los Angeles, is previous agency.

Business Opportunities

Manufacturers who wish volume sales to the growing equipment rental industry. If you are not aware of "Tomorrow's Market," please write RENTAL YARD REGISTER, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103.

Merchandising Ideas

Peoria Savings Gives Books

• Peoria Savings & Loan Assn., Peoria, Ill., has launched a special campaign, through Hall, Haerr, Peterson & Harney, in which a choice of two *Better Homes & Gardens* books is given to savers who open either a new savings account or add to their present account in the amount of $100. Savers who qualify may choose the "BH&G Salad Book" or "Meat Cook Book." The association has used *BH&G* books in three previous campaigns as giveaways.

Capital Tickets in Booklet

• The old airline ticket envelope is on its way out at Capital Airlines, Washington. In its place Capital is providing its passengers with a functional ticket holder in the form of a pocket-size booklet containing a variety of information about the traveler's destination. Already being distributed to Capital's Chicago-bound passengers, the ticket holder is highlighted by a cover color photograph of downtown Chicago taken by Charles Gekler of the *Chicago Sun-Times*. Prepared for Capital by Crofford Publishing Co., Chicago, the booklet contains a street map of the Loop, a Chicago weather forecast for October, "what to pack" articles for men and women, a listing of some hotels, restaurants and department stores in the Chicago area, a listing of special Chicago events and a series of briefs about air travel.

Planned for insertion in future issues of the ticket holder is a baggage identification label. Starting in November, Capital will issue the new booklet ticket holders to passengers bound for New York and will follow this with booklets featuring Washington, Miami, and other major cities on the Capital line.

POKER GAME—*Frank McKibbin, vp of Fuller & Smith & Ross, Los Angeles, assists Robert K. Orser, ad manager of McCulloch Corp., load a tumbler with playing cards used in a contest to get merchandising support for McCulloch chain saw ads. At two week intervals dealers received a card wrapped in an ad proof. After five mailings, dealers with the best hands received chain saws as prizes.*

Sunray Polls on Farm Center

• D. X. Sunray Oil Co., Tulsa, recently polled hundreds of agriculture leaders about its Farm In-

the RIGHT combination of MAINE'S best stations . . . LOBSTERADIO

97.4% of all TOBACCO SALES

*They smoke more, they buy more in the "potent" markets covered by Maine's Lobsteradio Stations. See your rep for the "filtered" details.

Lobsteradio (By Market Size)
Portland Bangor Lewiston Waterville
Caribou Augusta Sanford Rumford

REPRESENTED BY:
NEW YORK: Devney-O'Connell Co., 535 5th Ave.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST: Daren F. McGavren Co., Inc.

Radio Entity with Strategic Transmittors

Executive offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

"WHAT'S YOUR QUESTION?"...We've had over 26,000!

Every week since April 10, 1951, Kentucky, southern Indiana and national newsmakers have faced the WHAS-TV audience to answer direct questions. More than 26,000 questions telephoned during the program have been answered on "What's Your Question?"
Scheduled, since its inception, from 10:00 to 10:30 p.m., Wednesdays, the program regularly makes news through its guest participants' answers to viewers' challenging questions. Viewers invariably jam the WHAS-TV switchboard with their calls. Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

formation Center which incorporates three five-minute radio broadcasts each week on a network of 26 midwestern stations. Each month FIC scripts, bulletins, plans and other materials offered during the broadcasts are sent without charge to vo-ag and vet-ag instructors and 4-H Club leaders. Of the replies received, 100% indicate they use all or part of the materials, R.B. Middleton, FIC director, said. The survey showed 94% keep a permanent file of FIC scripts and materials for future reference, and 92% consider the service the only regular source of material.

Kelvinator Card Invites

• A novel postcard that simulates an open Foodarama refrigerator has been developed for the Kelvinator division of American Motor Corp. by H. S. Crocker Co., San Bruno, Cal., lithographer. Designed as a direct mail invitation to home owners to enter a "big plus $50,000 phone quiz," the card illustrates some of the features of the Foodarama model. On the back side, it appears to be a standard card. However, the front, which illustrates refrigerator doors, is sealed shut with a sticker which says, "Open the doors to better living." Breaking the seal allows the doors to "swing open," illustrating the inside of the refrigerator.

POSTCARD—*This postcard is being used by Kelvinator as an invitation to homeowners to enter a "phone quiz."*

The card is part of a series illustrating the complete Kelvinator line of home appliances.

Plastic Patterns on Paper

• For the consumer who says, "I like the pattern, but I'm not sure how it will look with my wallpaper or room decor," paper reproductions of laminated plastics now available are a solution. Whether she's buying counter or table tops, bathroom or paneled walls, Mrs. Consumer can select as many different "possibilities" at her dealer's as she feels necessary and take home with her a sample of each for color-matching purposes, thanks to the Micarta division of Westinghouse Electric Corp., Hampton, S.C. Micarta, producer of plastic laminate for consumer and commercial use, worked with Edward Stern & Co., Philadelphia and New York printer, to develop paper reproductions for mass distribution.

The idea of using paper reproductions instead of actual plastic laminate samples, a less expensive sales tool, originally was developed for the floor covering and interior decorating fields.

U&I Spoofs in Sugar Beet Kit

• With tongue in cheek, U&I Sugar Co. is offering consumers in the Pacific Northwest a do-it-yourself sugar beet kit. The kit, displayed at supermarkets, consists of a freshly harvested mammoth sugar beet to which is affixed a color card reading: "Do-it-yourself sugar beet kit! This sugar beet yields 14 teaspoons of pure sugar." An inset adds: "P.S. if you can't do it yourself, take home a bag of U&I sugar." David W. Evans & Associates, Seattle, is the agency.

U&I also ran its fourth annual sugar caravan the first week in October that brought in more than 500 grocers and wives from a wide area to central Washington for a plant tour and luncheon at the U&I sugar factory in Toppenish.

Hires Offers Beer Barrel

• Charles E. Hires Co., Philadelphia root beer producer, is making a strong bid for extra in-store business by packaging a working scale model of its dispensing barrel with its six bottle carry-all carton. Retailing through toy outlets at $1.98, the styrene plastic barrel will hold a quart of Hires root beer to be dispensed on demand by junior soda clerks at home. Hires bottlers will make the premium and the 6-pak available at a suggested retail price of $1.98 for both.

Packaged in a special box which locks on to the 6-pak carton, the toy dispenser is manufactured by Riedl & Freed Associates, Clifton, N. J. A wrap-around paper strip calls consumers' attention to the package. Radio commercials, tv scripts, truck banners and point of purchase material are available to bottlers and retailers participating in the promotion. Maxon Inc. is the agency. #

Lamb Council Boosts R.O.P.

The American Lamb Council is strongly boosting the use of color in newspaper food advertising, according to the September issue of *Nargus Bulletin*. The council is supplying free to retailers a series of five three-color mats and color layout, which saves considerably on initial costs since the retailer does not need original art, color separations and engraved color plates. The magazine reported that Sure Save Stores, Chicago, boosted sales 15% during a lamb sale by using r.o.p. color ads.

General Mills Buys TV News

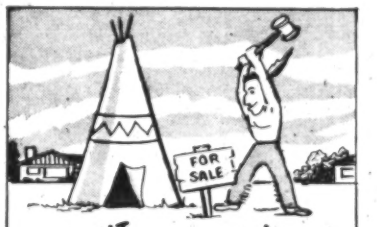
General Mills, Minneapolis, began sponsoring the first daytime network tv news program Oct. 3, originating from Washington. The five-minute shows will start at 12:55 p.m., EST, and appear five times a week on 130 NBC stations. Knox Reeves Advertising, Minneapolis, is the agency.

Sands Packages 'Your Child'

"Your Child & You," a transcribed radio series on baby and child care, now is being packaged by Alan Sands Productions, New York, and distributed by Harry S. Goodman Inc. The series ran on the Mutual Broadcasting System for two years.

CBS Affiliates Name Borel

Richard A. Borel, director of television of WBNS-TV, Columbus, O., has been elected chairman of the board of the CBS-TV Affiliates Assn. Tom Chauncey, president of KOOL-TV, Phoenix, has succeeded Mr. Borel as secretary of the association.



T'AINT NECESSARILY SO!

Folks back East think Lubbock is the wig-wam capital of the world.

Tain't necessarily so. Building permits for residential construction and home improvements totaled $32,734,787 for 1959.

This tidy sum represents the continuing growth and development of Lubbock as one of the major Lumber, Building, and Hardware Markets in the United States.

LUBBOCK AVALANCHE-JOURNAL
Lubbock, Texas

WHAS·TV
CHANNEL 11
LOUISVILLE
11
Foremost In Service, Best In Entertainment

316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.

Unchanged Since 1827

ROBERTSON'S YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N.Y.1, N.Y.

Richardson Sets Record Push

Thos. D. Richardson Co., Philadelphia, has slated the largest fall ad push in its 60-year history for a new "holiday delightmint" promotion in newspapers, supplements, magazines and business publications. Among the consumer publications are *Boston Advertiser, Chicago Tribune, Family Circle, New York News, Philadelphia Inquirer, This Week Magazine* and *Woman's Day. Candy Industry & Confectioner's Journal, Confectioner, Confectionery-Ice Cream World* and *Supermarket News* will be used. Pritchard, Daniels & Dreher, Ardmore, Pa., is the agency.

AMA Issues New Book

The American Marketing Assn. has issued the sixth in a series of bibliographies which eventually will cover the principal functions of marketing. Entitled "Current Sources of Marketing Information," the new book contains 119 pages and may be obtained by AMA members for $2. Non-members will be charged $4. The book may be ordered from AMA, 27 E. Monroe St., Chicago.

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Gillen Dutrey Dolan Wilson Humphrey

BLIMEY, IT'S BETTY CROCKER—*Four American admen—Bill Gillen, Pat Dolan and Clark Wilson of Batten, Barton, Durstine & Osborn and T. B. Humphrey of Latham Foods—seem to have this British chef surrounded during London party marking Betty Crocker's invasion of Britain. The cook, somewhat thunderstruck, is Maitre Chef Dutrey of the Westbury Hotel.*

Betty Crocker Invades Britain

Baking Mix Entry Seen as Opening Wedge; Stiff Battle Ahead for Cereals

LONDON, Oct. 4—Latham Foods, British subsidiary of General Mills, has launched a major campaign to introduce Betty Crocker baking mixes to Britain.

Betty Crocker mixes, promoted to the tune of more than $10,000,000 in the U.S., are being advertised in Britain by Batten, Barton, Durstine & Osborn. The campaign started with four-page, two-color ads in the trade press. These promote the initial Betty Crocker British products: baking mix, (called Bisquick in America), American fudge brownies, and four pudding cakes—lemon, caramel, orange and chocolate.

The initial trade advertisements are being followed up with pages in the London evening newspapers and in selected national dailies. These will be supported by pages and spreads in national women's magazines.

■ T. B. Humphrey, former advertising manager of General Mills, who is now managing director of Latham Foods, said:

"This is a consumer campaign which was very carefully planned by ourselves and our advertising agent, BBDO. It is aimed not only at selling our new Betty Crocker mixes, but also at projecting the image of Betty Crocker.

"To help us do that we have also retained Patrick Dolan Associates, BBDO's public relations affiliate, to handle a public relations campaign for Betty Crocker.

"Over the past 30 years the name of Betty Crocker has become a household word in the U.S. Betty Crocker is America's first lady of food, and to American housewives she is Mrs. Beeton and Fairy Godmother rolled into one.

"A vast legion of women regard Betty Crocker as their personal friend and adviser and know that her name assures them of high quality and genuine service in the home.

■ "As a result, our baking mix—called Bisquick in America—is the biggest seller of its type in the world. Consumers purchase many millions of packets a year. We are convinced that we will have a similar success in Britain.

"This new advertising and public relations campaign is just the beginning."

General Mills, America's largest milling company and one of its biggest producers of breakfast cereals, cake and other mixes, bought Latham & Co., a 75-year-old cereal and cake mix marketer, just over a year ago. It is General Mills' first overseas operation.

The Betty Crocker operation is expected to be the opening wedge for General Mills in Britain.

Main competition is expected to come from the market leader, Nabisco's Mary Baker mixes. But this product has been spending comparatively trifling sums on advertising in recent months. McCann-Erickson Ltd. is the Mary Baker agency.

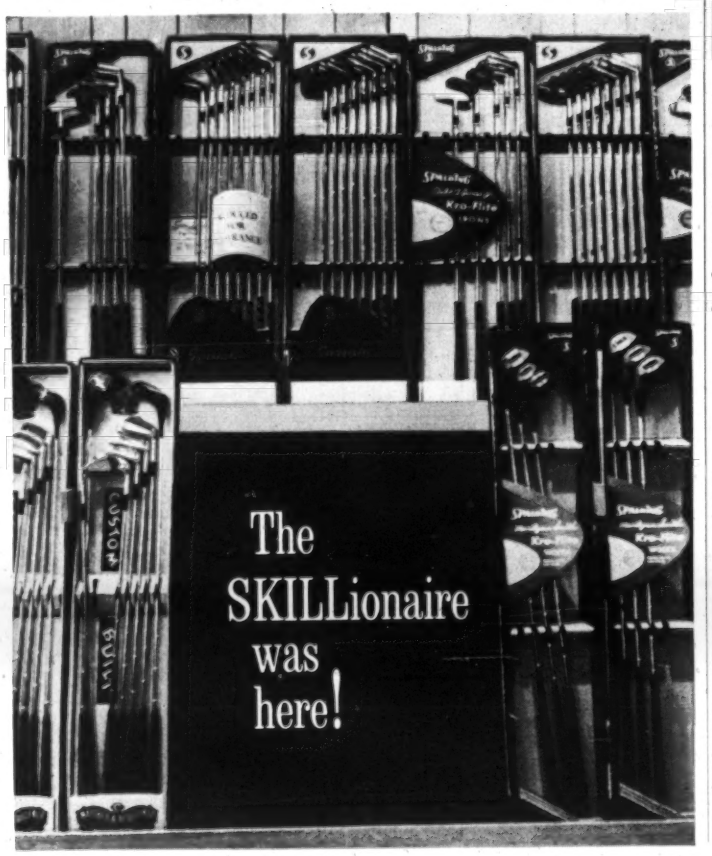
Other leaders in this market, estimated to have a $28,000,000 annual volume, are Alfred Bird & Sons, a General Foods subsidiary; Quaker Oats Ltd.; and Standard Brands Ltd.

■ Latham Foods is expected to build on the Betty Crocker introduction and later to enter the breakfast cereal field, which is worth about $85,000,000 in Britain.

But this is going to be a tough market to crack—since the market is expanding only at an annual rate of around 1% to 2%. In such a situation, a manufacturer can only improve his competitive position at the expense of his competitors. And the situation is characterized by heavy advertising expenditures and the regular introduction of new brands by existing companies.

Total print expenditure on breakfast cereals has doubled, going from $1,559,600 in 1952 to around $2,800,000, where it appears to be stabilizing at present.

But the television advertising, which started in 1955, is continuing to expand. From less than 20% of the total spent by cereal manufacturers on press and tv advertising, the tv share has risen to nearly $4,200,000 or 60% of the total. #



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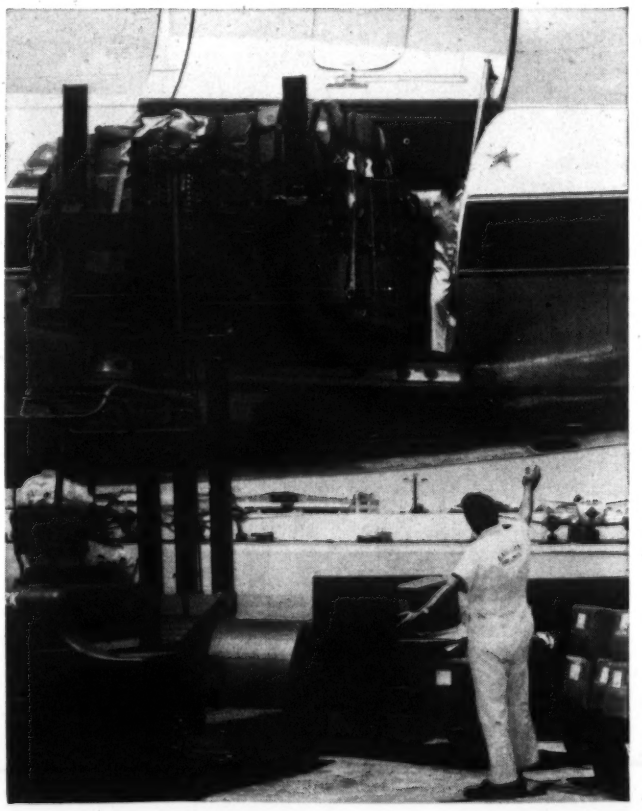

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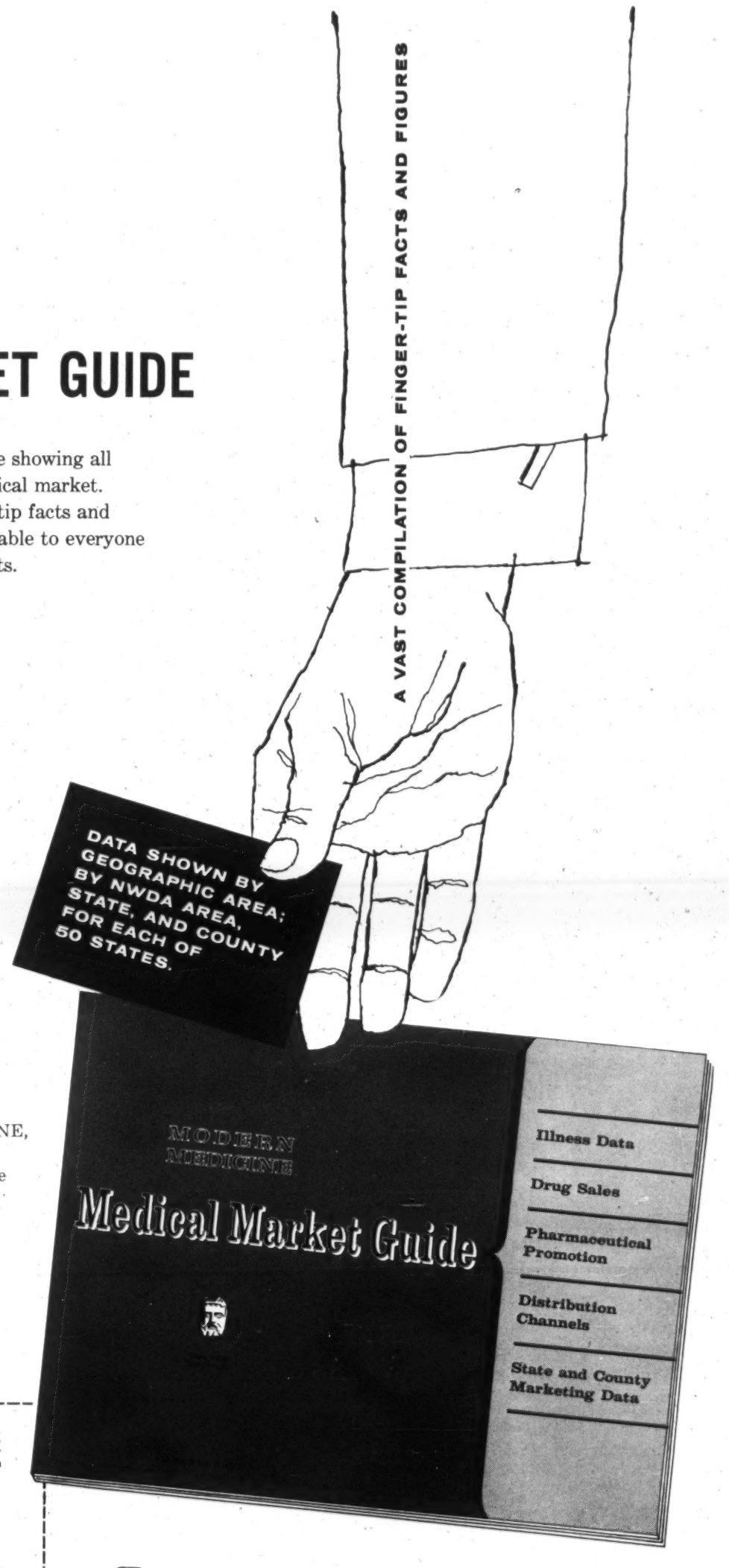

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*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

Edison Expands LBE Push

Edison Electric Institute, New York, has expanded its Live Better Electrically campaign for fall by scheduling six additional ads in *Life* and *The Saturday Evening Post*. The additional ads are four full-page ads and two spreads promoting the Gold Medallion home and "flameless" electric house heating and clothes drying. They bring to a total of 28 the number of LBE magazine ads appearing in the second six months of 1960. *Life*, *The Saturday Evening Post* and *Better Home & Gardens* are the magazines used. Compton Advertising, New York, is the agency.

Persons Names Lanham

Samuel Lanham, formerly an account executive with J. M. Mathes Inc., New York, has been named senior vp of Persons Advertising, New York, a new title.

Federal Reserve Is Cautious About New Buying Data

Report Footnote Hits Old Consumer Studies; More Reliability Sought

WASHINGTON, Oct. 4—The Federal Reserve Board has released first results from its new quarterly survey of consumer buying intentions, with a voluminous footnote indicating its own uncertainty about the significance of this kind of research.

The new series—which was carefully labeled as experimental—showed that about the same proportions of consumers are planning to buy new autos, washing machines, refrigerators and tv sets during the second half of 1960 as during second half of 1959, but that plans to buy used cars are down. Federal Reserve says only further research will establish whether "buying intentions" surveys are realistic barometers of anything.

As a pioneer in the field, Federal Reserve had sponsored the annual survey of consumer finances by the survey research center of the University of Michigan for more than a decade. It said it decided to turn the job over to the Census Bureau because the new approach provides a much larger sample, more frequent reports, and faster tabulation.

■ While this is the first published information from the new service, there have already been seven quarterly surveys, beginning in January, 1959. This release was limited to buying intentions for new and used cars, washing machines, tv sets and refrigerators, because these items were covered in all seven surveys, providing a backlog of experience. During 1960 the board has added clothes dryers, air conditioners, dishwashers, hi-fi and houses to the question list, and eventually they will be covered in releases, after a sufficient backlog of information is accumulated.

While the seven experimental quarterly surveys have predicted a sales pattern which has generally conformed with results reported from other sources, the board's experts emphasize in a special technical article that they are not sure this is conclusive. They point out that there have not been any sharp changes in business conditions to test the reliability of this form of forecasting.

■ Board technicians wrote that their experience with the original survey of consumer finances from 1946 to 1959 indicated that shifts in consumer buying plans sometimes foreshadowed shifts in consumer purchases. But the annual surveys did not provide an adequate test, since shifts during the year could not be determined. Furthermore, they said, the sample size was small.

Government experts responsible for business forecasting were concerned because the survey of consumer finances had not consistently foreshadowed movement of purchases and sometimes had failed to forecast cyclical turning points, including the big automobile year of 1955. The Federal Reserve Board agreed to experiment with the more elaborate quarterly survey at the request of the Bureau of the Budget and the President's council of economic advisers.

■ Under the new arrangement, the Census Bureau asks a series of consumer buying intention questions of approximately 17,000 households four times a year. The households represent about half the homes covered in the bureau's regular monthly survey of employment, and is drawn from 333 areas comprising 641 counties and

(Continued on Page 94)

Per Cent of Families Making Auto, Appliance Purchases

Second Quarter of 1960

	New Car	Used Car	Washing Machine	Refrigerator	TV Set
% of All Families	3.2%	5.7%	2.7%	2.4%	2.9%
Income Group					
Under $2,000	0.3	2.8	2.0	2.5	2.5
$2-$2,999	1.2	6.8	2.9	1.8	3.0
$3-$3,999	1.7	5.8	2.8	2.1	3.6
$4-$4,999	3.0	8.1	2.6	2.2	2.5
$5-$5,999	3.5	7.6	3.1	2.4	2.7
$6-$7,449	4.7	5.9	3.1	2.2	2.9
$7,500-$9,999	5.0	6.8	2.6	2.8	2.4
$10,000-up	9.4	4.2	3.1	2.4	3.4
By Age of Family Head					
Under 25	3.2	11.5	7.0	7.1	7.4
25-34	3.4	7.6	4.4	2.9	3.7
35-44	3.3	7.2	2.7	2.6	3.2
45-54	4.5	6.2	2.4	2.3	2.3
55-64	2.9	3.8	1.5	1.3	2.0
65 and up	1.7	1.6	1.2	1.1	1.8

Per Cent of Families Planning Auto, Appliance Purchases

Second Half of 1960

	New Car	Used Car	Washing Machine	Refrigerator	TV Set
% of All Families	3.0%	3.7%	5.8%	3.9%	3.9%
Income Group					
Under $2,000	0.6	2.2	3.9	2.6	2.4
$2-$2,999	1.1	3.8	4.4	3.3	3.2
$3-$3,999	1.3	4.1	6.6	3.6	3.2
$4-$4,999	1.6	3.9	6.3	3.8	3.7
$5-$5,999	3.4	4.5	6.3	4.8	4.8
$6-$7,449	3.6	4.6	6.8	4.6	4.4
$7,500-$9,999	6.4	5.3	7.2	4.1	6.2
$10,000-up	9.6	4.0	8.4	7.2	6.2
By Age of Family Head					
Under 25	3.0	8.6	12.3	5.7	8.9
25-34	3.3	5.9	7.4	4.6	4.8
35-44	3.5	4.5	6.1	4.8	4.3
45-54	3.7	3.3	6.5	3.7	4.4
55-64	2.9	2.2	4.3	3.3	2.8
65 and up	1.1	1.0	2.5	2.7	1.5

Table compiled by Advertising Age from figures supplied by Federal Reserve Board.

1,433,915 Negroes Can't Be Wrong!

Negroes in six important Rounsaville Radio areas know what they like. Each year they spend 80% of their near-billion dollar income on consumer goods they like. And you must aim right or you miss the buying power of these Negroes . . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are number-one rated by *BOTH* Pulse and Hooper! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

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Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *Nat'l Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

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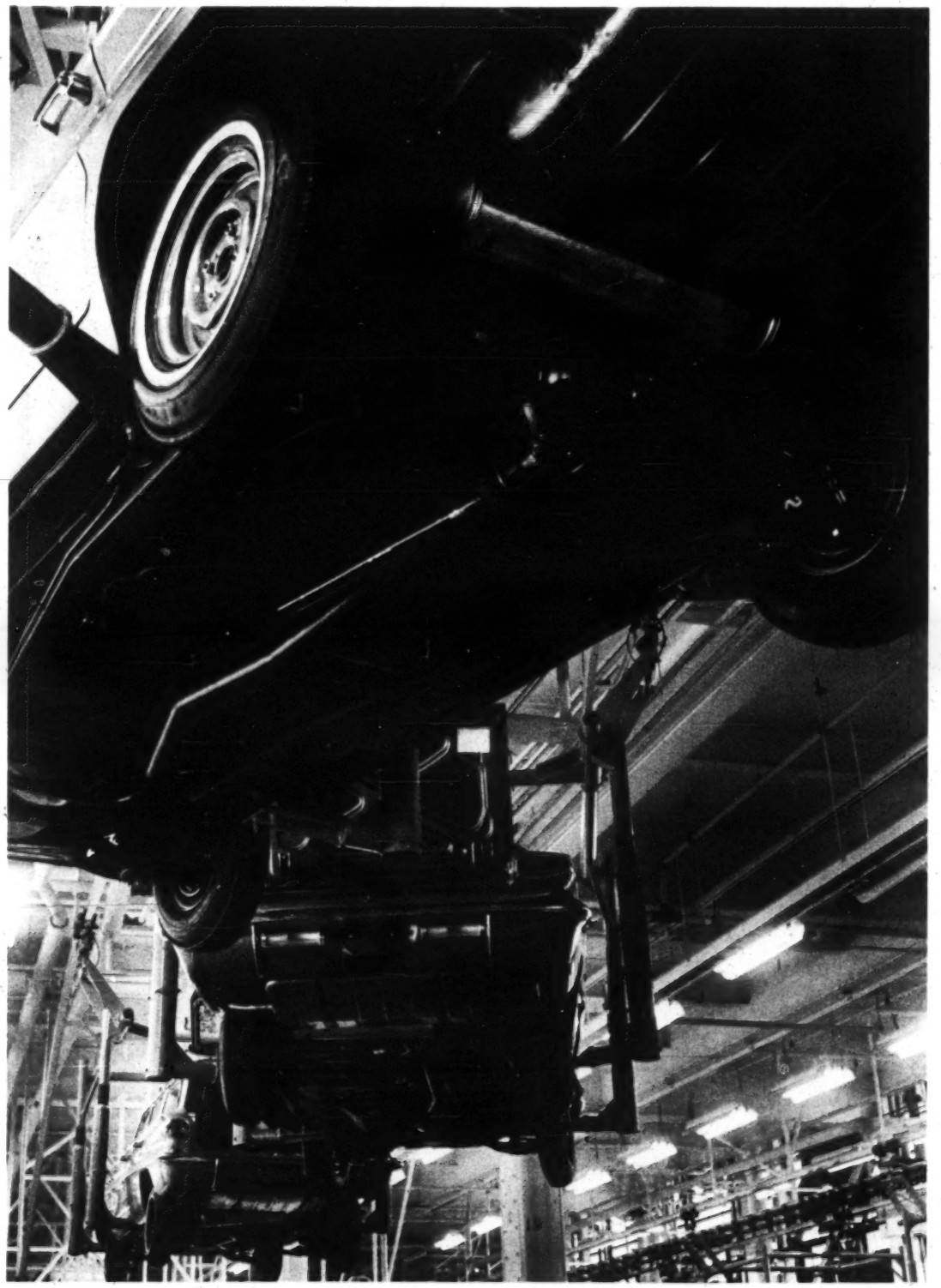
√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

NEW CARS RUN LIKE CRAZY ON CHEMICALS



Seen the '61 models? They're loaded with new chemical ideas! GM's got aluminum engine blocks in three new compacts. Rambler has an overhead valve aluminum six. There are new aluminum grills, motor parts, trim. Lots more plastics, too. Ford's using polyurethane lubricant seals and polyethylene kick plates—Delrin door handles on trucks. Chrysler's gone over to higher nylon-content fabrics... Buick's sporting molded plastic instrument panels.

Year by year Detroit becomes a bigger, better customer of the Chemical Process Industries. This didn't just happen. It's a classic case of CPI-management in action... from the men who sparked the ideas and directed the research behind these new uses of materials, to the men who got the bugs out in pilot runs, set up the plants and bossed the production. Many management functions, to be sure, but one over-riding net interest... *profits.*

Men who make money-minded decisions feed on the meat and potatoes of CPI news—the big stories fast, the facts accurate, the trends crisp and clear. This is CHEMICAL WEEK'S job, every week. This and nothing else, and there's no other CPI publication like it. This one is "*Industry Spokesman for CPI-Management.*" To be on good speaking terms with the men who buy your equipment or materials, you advertise right here ... *regularly.*

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

Federal Reserve Data . . .

cities in all 50 states.

One of the important innovations in the new series is that identical households are checked four times in a 15-month period, so that the board gets "promise vs. performance" information showing the planners who actually carried out their plans, and the non-planners who subsequently entered the market.

In order to provide "depth," the questioning probes for more than buying plans. Respondents are asked if they own a car, how long they have had it, whether it is paid for, whether they have spent more than $50 on repairs during the past six months, whether they are "satisfied" with it, whether they have been shopping for a car. Similar questions are used to establish the characteristics of "planners" and "non-planners" for appliance purchases. "Planners" and "non-planners" also are identified by age and income, with a special question probing their income change expectations.

■ There have not been significant shifts in consumer markets which would test the usefulness of the new quarterly survey. So far, however, it accurately indicated that consumer purchases of new cars in the first half of 1960 would be substantially higher than in the same period of 1959, and that purchases of appliances would be up slightly. While experts have yet to put their stamp of approval on the new survey, Federal Reserve has promised to continue it at least through 1961, with the results published in the "Federal Reserve Bulletin."

The latest survey, showing sustained buying plans for cars and appliances in the second half of 1960, was made in mid-July, with the results published in the "Federal Reserve Bulletin" last week. Actually, the Census Bureau provides complete tabulations to Federal Reserve in six weeks, and is able to supply sufficient preliminary information so that a release on any significant shift in buying plans would be possible considerably less than six weeks after the field work was done.

■ On the basis of the seven test surveys, experts find that even if they include "definitelys," "probablys" and "maybes," the number reporting buying plans for cars and major appliances does not approximate the market. Through rechecks, however, the board has found that people who report plans have a relatively good performance record, so that it may be possible to draw some kind of a continuing correlation between the volume of people with buying plans, and the prospective future trend in sales.

While the people who report plans have a relatively good performance record, analysts say the surveys have also demonstrated that "non-planners" ultimately account for a substantial percentage of the total purchases in any relevant period. As an indication of the danger of measuring potential volume on the basis of consumers who report intentions to buy, the experts point out that a 1% change in the aggregate purchase rate by non-planners—who are usually a very high percentage of all the people interviewed—can account for sales of approximately 500,000 units.

■ Mathematically, it happens this way. Assuming that 10% plan to purchase and 90% have no plans. If half the planners actually purchase, and 10% of the non-planners do, then purchases would total 14 units per 100 households—five "planners" (half of 10%) and nine non-planners (10% of 90%). If the rate of persons with buying plans doubled, however, and purchases remained at 50% of planners and 10% of non-planners, sales would only increase to 18 units, which include 10 units purchased by "planners" (now 20% of all) and eight units by non-planners (now 80% of all).

During the surveys, interviewers asked for car buying plans for three months, six months and a year, and for appliance plans for the next three months and six months. Six-month forecasts stood up considerably better than three-month forecasts. As the analysts see it, consumers are reluctant to commit themselves on a three-month forecast unless their arrangements are already jelled.

■ Reinterviews have shown that a high proportion of the families expressing plans to purchase autos and appliances in a three-month period actually do. But the number of families expressing three-month plans has been too small to be statistically reliable. Families planning to buy in three months accounted for only about one-sixth of the new autos and washing machines subsequently purchased, and much smaller proportions of the other durable goods.

With "definitelys," "probablys" and "maybes" included, the forecast of six-month buying plans has been about equal to 65% of the actual purchases of new cars and tv sets, and about 50% of the used cars. "Plans" on the six-month base were only slightly lower than actual purchases of refrigerators, higher than actual purchases of washing machines.

Analysts noted that "planners" include a large percentage with only contingent plans. Only one-third of the car planners were "definitelys," while one-third were "probablys" and another third only "maybes." For refrigerators and washing machines, "maybes" constituted about half of those with plans. Interviewers found that age of existing equipment was an important factor common to those with plans for new refrigerators and washing machines.

■ Refrigerators, tv sets and washing machines were selected for the surveys because they account for about one-fifth of consumer expenditures for furniture and household equipment and have shown cyclical fluctuations similar to the larger groups.

Experience showed, however, that most buying for these items is for replacement. Hi-fis, air conditioners, clothes dryers and dishwashers were added this year to get a better picture of plans for purchase of items where the market is still far from saturated. Homes were added because of their importance to the economy. #

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

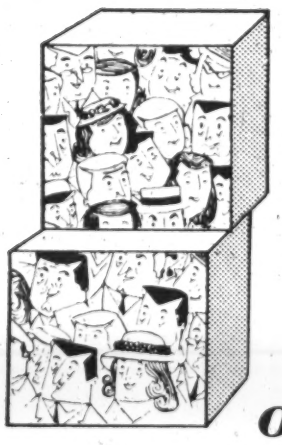
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

NEW—*Color spreads in Life and Look helped introduce the 1961 Comet during the Oct. 3 week, when dealers started showing the car. Newspapers and spot radio are being used. Comet shared the spotlight on Alfred Hitchcock's tv show with Mercury during the introductory week. Kenyon & Eckhardt is the agency.*

MEMPHIS NEWSPAPERS



Provide a Market ON TOP of a Market

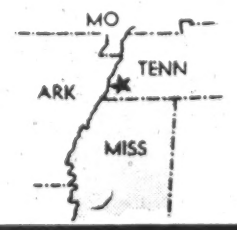
Compared to other TOTAL NEWSPAPER MARKETS Memphis ranks in the top 15 in the nation.

The Memphis Metro area—consisting only of Shelby County, Tennessee—has a 600,000 population. But that's not all! On top of this is another market—the 75 counties surrounding Memphis where more than 2,000,000 people live, work and buy things. The two markets are actually but one —and add up to the TOTAL MEMPHIS NEWSPAPER MARKET.

When considering the Memphis Market, don't just stop with the Metro figures—include ALL the facts — compare the Memphis TOTAL MARKET with other markets. It's BIG — RICH — and RESPONSIVE.

Remember: MEMPHIS NEWSPAPERS Sell the TOTAL MARKET!
write for market data.

TOTAL Memphis Market over 2,500,000 population.



The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Chapman Succeeds Late Father as Head of Medical Economics

William L. Chapman Jr. has been elected chairman and chief executive officer of Medical Economics Inc., Oradell, N. J., publishing company. He succeeds his father, who died Aug. 17. Mr. Chapman also replaces his father as publisher of *Medical Economics* and *RISS*.

Harry L. Towe, general counsel, has been named secretary of the company, a position formerly held by James F. Mottershead, who continues as vp and treasurer. William A. Richardson continues as president and editorial director of the company. A new executive committee has been formed composed of Messrs. Chapman, Richardson, Towe, Mottershead and Douglas B. Stearns, vp for sales.

CBC-TV, CBC Radio Sells Two

CBC - TV, Toronto, Canada, signed the Trans-Canada Telephone Co. for sponsorship of its first "Festival '61" series, the 90-minute production of Gilbert & Sullivan's opera, "H. M. S. Pinafore." Canada Packers Ltd. (Cockfield, Brown & Co.) has purchased a 15-minute musical show featuring Don Messer and His Islanders on CBC Radio. The radio contract calls for a 39-week sponsorship of the Monday, Wednesday and Friday show.

High potency editorial

What's hot on the labor front? What's going on in Washington? Cost of living up again?

Metalworking has to know!

But with more things happening . . . more to keep up with . . . more to know . . . there's less time to read and learn than ever before.

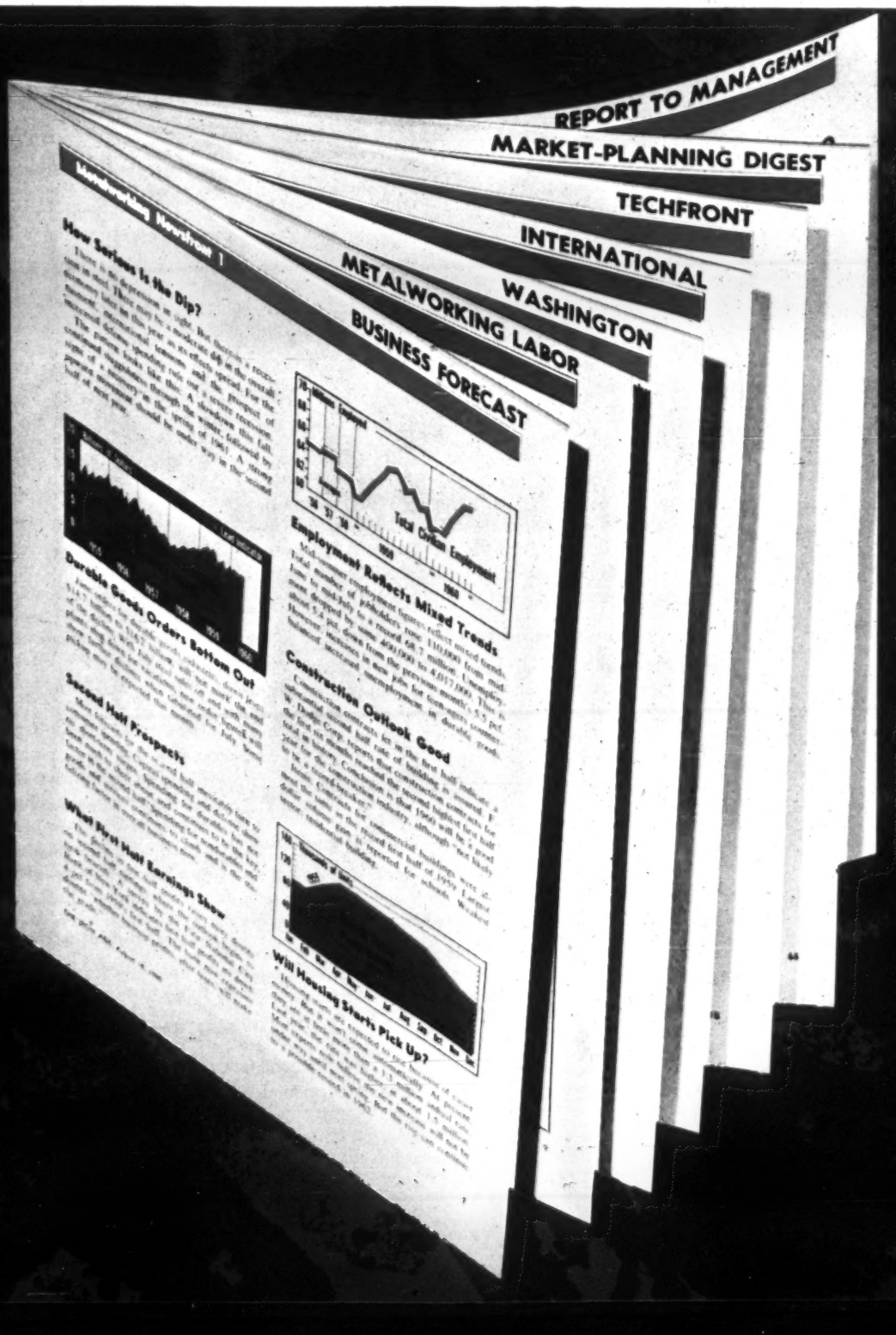
That's why Iron Age has expanded METALWORKING NEWSFRONT . . . brief, concise coverage of the most important areas of metalworking responsibility and interest. High interest pages grouped at the front of the book now give Iron Age readers information fast . . . technical news of the week, market planning data, business forecast statistics, labor developments, Washington happenings, and metalworking international.

Unique in the industry, METALWORKING NEWSFRONT typifies Iron Age editorial service to the reader . . . and that's the best service a magazine can render its advertisers.

IRON AGE

a chilton publication

THE IRON AGE • a chilton publication • 56th & chestnut sts. • philadelphia, pa.



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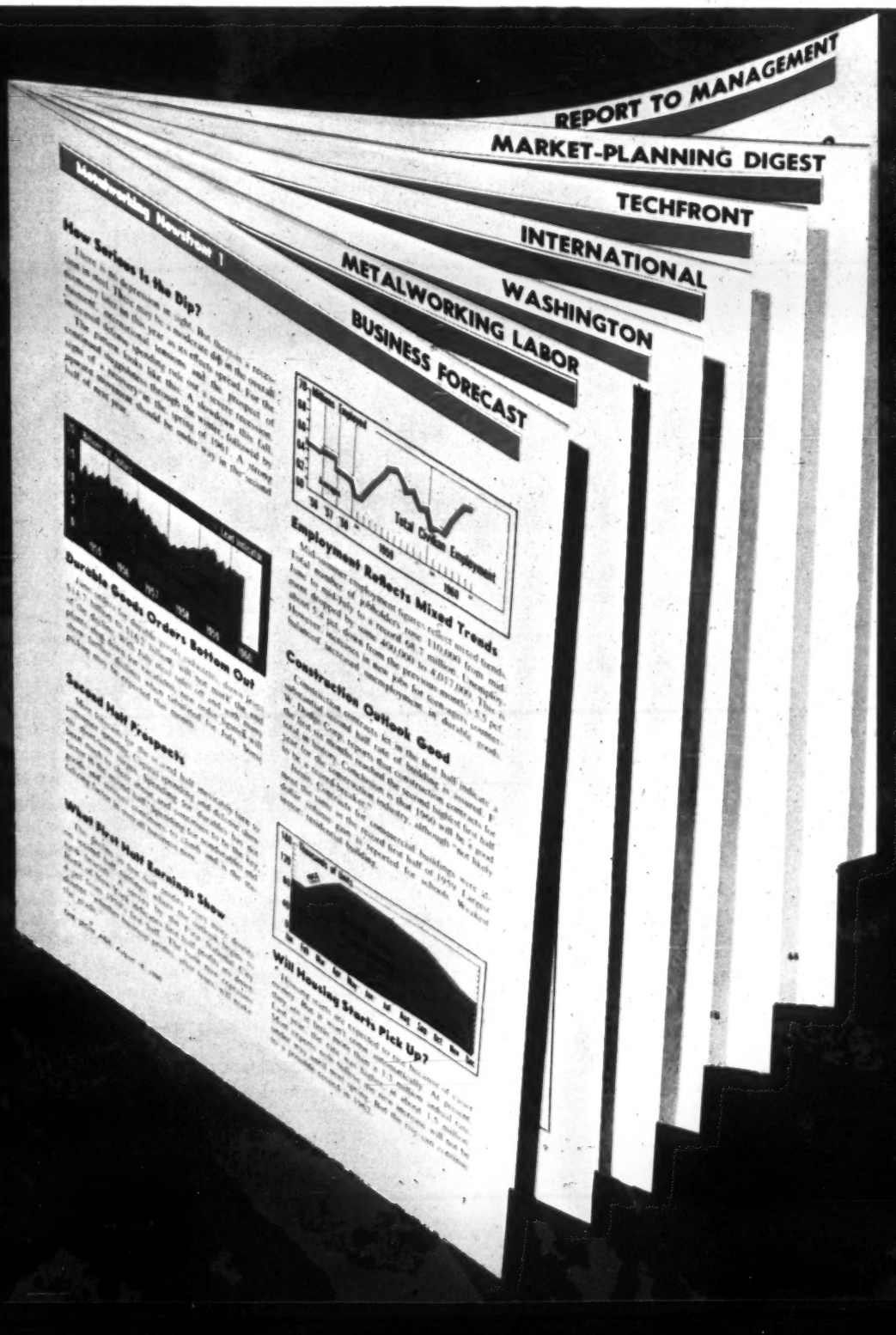


Westinghouse Backs Up Presidential Year TV with Strong Merchandising, Baird Reports

NEW YORK, Oct. 4—J. Gilbert Baird, sales promotion manager of the Westinghouse consumer products group, described in detail the steps Westinghouse takes to make sure that its once every four years tv-radio spectacular, "The Presidential Election Year," pays off in terms of hard cash on the retail floor.

Mr. Baird revealed the secrets of his promotion and merchandising strategy for the Presidential convention and election coverage in a speech before the New York chapter of the Sales Promotion Executives Assn.

Mr. Baird pointed out that his company has backed three such spectaculars on CBS-TV—in 1952, 1956 and this year, with the excitement starting with two conventions with a cast of thousands and continuing through the campaign, right up to the biggest cliff-hanger of them all, election night.

■ Though Westinghouse looks on this $6,000,000 advertising buy as a genuine public service, the consumer products division also considers it "a golden opportunity for real merchandising activity." To capitalize fully on this opportunity the company spends nearly $1,500,000 to tie the radio-tv coverage into especially planned major appliance sales drives, he indicated.

This is how Mr. Baird summed up the over-all major appliance division merchandising effort:

The drive—like the broadcast schedule—is arranged in three parts, the first covering the conventions; the second, the Presidential campaign, and the third, election night. Involved in this activity are, for major appliances and tv sets, 60 distributors and 10,000 dealers; and, for portable appliances and radios, 500 distributors and 50,000 dealers, and for lamps, innumerable retailers.

■ For the convention phase of the effort, the major appliance sales theme was "The Westinghouse people's choice sale." Meetings with distributors and salesmen had been held about 60 days in advance of the start of the convention. Each salesman was given a portfolio to acquaint him with the merchandising program.

• The salesmen were told how the 1960 political show could be turned into a big selling event for the retailer, with special products and prices, a new line of laundry equipment and all the advertising, promotion and display material needed to put the dealer into the program in a meaningful fashion.

• As a traffic builder, there was an ice tray special, a $2.95 value sold at 97¢. There were convention specials for each of the major appliance lines. A flexible newsprint flyer was offered permitting the dealer to feature the specific products he chose and at the prices necessary to meet local conditions. The company sold 4,200,000 of the newsprint flyers, which were priced at $20 a thousand, including dealer imprint.

• There were two "key city" company newspaper ads to supplement the dealer ads. Scripts for radio and tv spots were provided and widely used.

• Display materials included cards, convention-type mobiles, wall banners, product tags, bunting, campaign buttons for salesmen and balloons. The dealers bought 500,000 of the balloons.

• Before the first convention opened, 650 Westinghouse major appliance distributor salesmen throughout the U.S. phoned into sales headquarters at Columbus, O., to report on tie-in activities planned by every dealer in their territories. These reports showed that nearly every one of the 10,000 dealers was ready to merchandise the Westinghouse coverage.

■ The detailed breakdown on what this cost the major appliance di-

WTRF-TV STORY BOARD

T. R. Effici

Didja hear about the resident of Cape Canaveral on his first visit to the nation's capital . . . he saw the Washington Monument and remarked: "They'll never get it off the ground."

wtrf-tv Wheeling

A Texan so rich that he owns an unlisted telephone Company?

Wheeling wtrf-tv

"What's your trouble?" asked the psychiatrist.

"I have a liver complaint," said the patient.

"That's a little out of my line" said the analyst, "but now that you're here, go ahead and tell me about your liver complaint."

"It's this way, Doc," the patient explained, "my wife always insists on serving it with bacon instead of fryng it with onions . . ."

wtrf-tv Wheeling

A political opponent approached a candidate after his speech and said: "Congratulations, That was a fine speech. I like the straightforward way you dodged those issues."

Wheeling wtrf-tv

Middle Age: The time of life when your favorite night spot is a seat in front of the television.

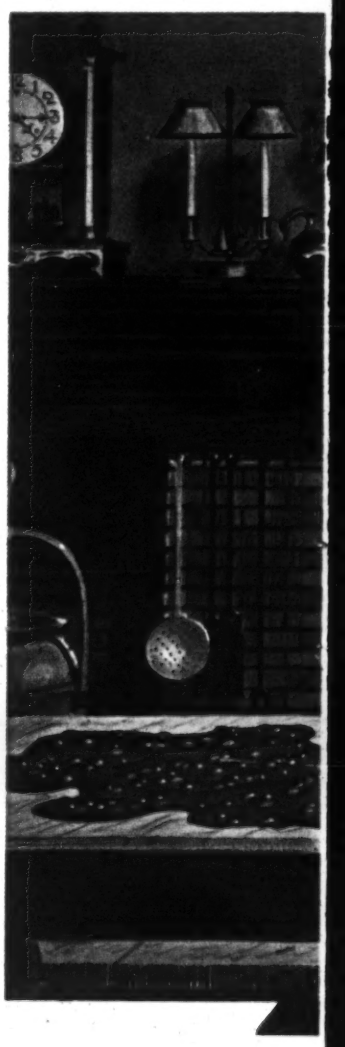
wtrf-tv Wheeling

From Wheeling, WTRF-TV dominates the rich and busy Wheeling-Steubenville Industrial Ohio Valley Market. If you want your advertising messages to 'get home' to the spending folks around here, ask George P. Hollingbery to line you up with wtrf-tv, Wheeling. Oh yes, a sales-boosting merchandising plan is available, too.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

How a century-old recipe for candy and a new recipe for sales

brought national success to a family-owned company



Sophie Mae's advertising goes to 35 million Digest readers . . . who look at each advertisement over 60 million times!

Young Sophie Mae Lambdin had been widowed by the War Between the States. With several growing children to support, she started selling her delicious homemade peanut brittle.

Today, the company in Atlanta, Ga., that grew from Sophie Mae's enterprise still follows her recipe . . . a closely guarded secret. But the company has discovered a *new* recipe for sales success that it is willing to reveal. This new recipe is the result of three experiments.

Checking on its investment

For a number of years, Sophie Mae Candy Corp. advertised on a modest scale in several national magazines, in newspapers and on television. And, *like many other advertisers, Sophie Mae could not tell what kind of results its advertising was producing.*

To see whether this investment was paying its way, Sophie Mae stopped advertising for two full years—1957 and 1958. Result: its sales progress came to a halt, too.

Next, in early 1959, Sophie Mae experimented with television advertising. But it abandoned that because, it said, it got no appreciable sales results.

Then the company decided to put all its advertising in Reader's Digest, where it had never advertised before.

Immediate sales results

Sophie Mae advertised in the October, November and December issues . . . and then in February, 1960 Chairman J. Beauchamp Coppedge, Sr., reports what happened:

"We were amazed at the immediate results. In October, sales zoomed ahead of the previous October. And month after month we've stayed ahead. *This Digest campaign boosted sales at least 14%.* Hundreds of people have even written us directly, enclosing money and one of our Digest advertisements. Mail from our previous advertising was nothing like this—about a tenth of what the Digest brought."

Its first campaign in the Digest cost Sophie Mae Candy Corporation about *one third* of what it used to spend on a year's advertising. "Naturally, we'll be using the Digest for our next campaign," says Mr. Coppedge, "and with a much larger schedule. And for greater appeal at the point of purchase, our package now says, 'As Advertised in Reader's Digest.'"

Special advantages for *all* advertisers

Like Sophie Mae, all Digest advertisers benefit from these five special advantages:

1 ***The largest proven audience of readers.*** It is larger than any other magazine, larger than any newspaper or newspaper supplement. More people read the Digest than look at the average nighttime network television program.

vision (each product group had its own merchandising activity for the conventions and election, but Mr. Baird concentrated on the major appliance division in his speech) showed: $25,000, plan book; $40,000, display materials, with most of this recovered from dealers; $230,000, for key city newspaper ads; $295,000, co-op funds; and $40,000 for *The Saturday Evening Post* ad introducing a new laundry line for a total of $645,000, which was, as Mr. Baird put it, "a lot of money for an activity concentrated in the month of July."

The Westinghouse executive indicated that he was well pleased with the results of the two-convention buy. His happiness stemmed from three major factors: (1) 85,000,000 people watched the Westinghouse-CBS coverage for substantial lengths of time; (2) 83% of those people knew that Westinghouse was paying the tv bill; and (3) the company's sales, in the two product areas where figures are available, Laundromats and refrigerators, went up during a traditionally "soft" selling period.

For the period between the conventions and election night, the company set aside merchandise specials in each of the major appliance lines. There were bonus plans and combination offers for such things as a can opener with a refrigerator and a blanket with a dryer.

■ During September and October the laundry equipment products have taken the spotlight with ads in Sunday supplements and magazines. For newspapers there were three b&w key city advertisements.

In dollars, this interim push (which is now in progress) amounted to $772,000. This went to supplements, $100,000; newspaper ads, $270,000; magazines, $327,000, and promotion and display materials, $75,000.

To keep interest perking until the new President has been elected, the company has offered the dealers a variety of Presidential contests. An example: Guess which candidate will win and the exact moment the loser will concede.

Mr. Baird said his company has learned a lot during the 14 years it has been a tv sponsor, including this maxim:

"No matter how good the television program or the advertising activity, you can't just turn them loose and hope that, all by themselves, they'll start the old cash registers jangling. No such program should ever be planned without building into it a complete and thorough promotion program supported by enough money to make it work." #

Palmer Publications Assumes Publication of 'Marine News'

Palmer Publications, headed by Mrs. Mona Palmer, has taken over publications of New York Marine News Co.'s *Marine News* and the *Marine News Annual Register*. George H. Palmer, formerly president and publisher of Marine News Co., told ADVERTISING AGE the arrangement is not a sale but a "contract management agreement" for a period which he declined to specify. Mrs. Mona Palmer is no relation. Her son, William Russell Palmer, will become president. George Palmer will continue as publisher of *Marine News*, which will be located at Palmer Publications, 604 Fifth Ave.

Mrs. Palmer's publications include *International Petroleum Register* and *World Petroleum*.

Artolier Sets Int'l Drive

Artolier Corp., Garfield, N.J., manufacturer of indoor and outdoor lanterns, has established an international division to market its products abroad. A campaign will begin in November in the English and Spanish editions of *American Exporter*. Katz, Jacobs & Co., New York, is the agency.

MacFarland Boosts Solarz

MacFarland, Aveyard & Co., Chicago, has appointed Walter Solarz vp and art director. He has been a member of the agency's art department for five years.

2 ***The largest quality audience that can be found.*** More people with greater spending power read the Digest than read any other magazine. And the higher the income group, the greater the Digest's share of the audience.

3 ***Repeat exposures of your own advertisement.*** Millions of Digest readers will see your advertisement *more than once*, according to the latest Politz research. In these cases you can get—at no extra cost—the *same benefits as if you repeated the advertisement*.

4 ***Discrimination in the advertising accepted.*** The Digest alone of major advertising media accepts no alcoholic beverages, tobacco, or patent medicines. And for any product, it accepts only advertising that meets the highest standards of reliability.

5 ***Belief in what the magazine publishes.*** People have faith in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly

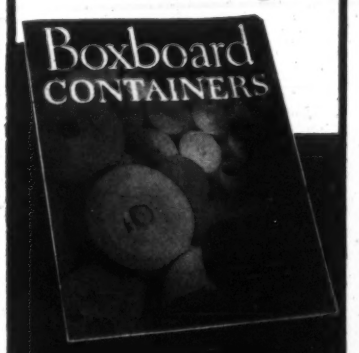
HOW 3 OTHER FAST-GROWING COMPANIES PROSPERED WITH THE DIGEST

● **Wellco Shoe Corporation** is a small, dynamic maker of washable slippers. In 1959 Wellco boldly spent most of its consumer advertising budget on a page in *one* Digest issue. "It ran in November and was our only holiday advertising. *It boosted our November-December retail sales 23.7%.*"

● **Chubbette** dresses flatter overweight girls—and a catalog helps make the sale. So one was offered when Chubbette first used the Digest. "This brought us the biggest coupon response we have ever received," the company says. "We got more replies than when we used *all* 3 leading women's magazines at once. And sales increased 31%—more than double our normal response to national advertising."

● **Rubbermaid** had advertised its household products for 20 years in the same magazines . . . and had enjoyed a steady growth. Then it began a Digest campaign. "Factory sales jumped by 20%," says the company. "And the only change in our advertising was the addition of Reader's Digest, which certainly contributed to the increase."

Are you overlooking a **$3 Billion Industry**



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

Along the Media Path

The **Daily Press** and **Times-Herald**, Newport News, Va., is now equipped to offer full color as well as spot color on almost any page of any edition, including the full r.o.p. Sunday run.

St. Anthony MESSENGER

Circulation rising steadily
in number and value
but rates remain the same

DEC. ISSUE CLOSES OCT. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

• **Ski** is celebrating its 25th anniversary this month with a 120-page silver jubilee edition.

• **WIP**, Philadelphia, personnel have formed a basketball team to help raise money for local schools. The "WIP 61-ers" have challenged the high school faculty teams of all schools in the station's coverage area. Schools will sell tickets to the games and use the money for any project of their choosing.

• "WJRT Family Fun Book," a 16-page color comics section promoting children's programming on **WJRT**, Flint, has been published by the station. The booklet, which is free and completely comic-book in format, will be distributed through newsstands in Flint, Saginaw, Bay City and suburban areas.

• The **Louisville Sunday Courier-Journal** carried a 10-page "Men's Fall Fashion" section in its Sept. 25, issue, to kick off the opening of the autumn men's wear shopping season in the Louisville market.

• **KVOS**, Bellingham, Wash., broadcast for 5,000 continuous minutes starting Sept. 27, to celebrate the inauguration of its power boost from 1,000 to 5,000 watts. Promotion for the maximum power boost included a number of listener contests and use of special studios in downtown Bellingham where listeners and advertisers could stop by to watch special entertainment and enjoy refreshments "on the house."

• Results of a qualitative radio image study, conducted by Market Facts Inc., for **WGN**, Chicago, has been published by the station. Additional information may be obtained from James G. Hanlon, Public Relations Manager, WGN, 441 N. Michigan Ave., Chicago 11.

• **Metalworking**, Boston, switched to standard magazine size in its September issue, narrowing by almost one-third its previous 11¼" square shape. The magazine also plans to use the new interlocking binding which simplify removal of pages for filing purposes, and also allows the magazine to lie flat, making material adjacent to the gutter easily readable.

• To promote an article by Harold H. Martin, "Our New Generation of Rockets," in its Oct. 1, issue, **The Saturday Evening Post** mailed copies of the issue to newspapers, wire services, etc., and attached a small block of solid rocket fuel with the publicity mailing. The sample was supplied by Thiokól Chemical Corp., which developed the solid fuel for the Polaris and Minuteman rockets.

• **Cahners Publishing Co.**, is running page-length editorials signed by Norman L. Cahners, board chairman, in most of its 16 business and industrial magazines to support the Advertising Council's "Don't Pass the Buck, Give It!" campaign. The editorial urges business and industry leaders to push the campaign in employe publications, on plant bulletin boards and by word of mouth.

• On two separate publishing days during the week of Sept. 19, the **Montreal Gazette** included as part of its regular editions two inserts in tabloid format, printed on coated stock. The Sept. 23, issue carried a 16-page insert outlining the progress and facilities of Montreal's Place Ville Marie, huge office complex in cruciform design being erected in the heart of the Montreal downtown area. A 24-page rotogravure tabloid section, "Fall 1960 Fashions in Wool," appeared in the Sept. 24, issue.

Scheleen Oenes Clark

WINNER—*Jan Oenes displays one of the accessories of his newly-owned kayak, the 21' "one-seater" which he was awarded for making the most nearly correct estimate of the number of pages of port advertising published in Traffic World in the last five years. Pictured with him in Traffic World's exhibit booth at the American Association of Port Authorities convention, held in Montreal, are Joseph C. Scheleen, editor, Washington, and Charles B. Clark, advertising director, New York, of Traffic World.*

• The **Detroit News** will launch the 14th season of its Travel Club series of eight free monthly film programs, Oct. 10, with films of autumn in Michigan and the Midwest. During the 1960-'61 season, there will be film tours of all areas of the U.S., Canada, Britain, Europe, the Middle East, the Caribbean, South America and Alaska.

• **KIMA-TV**, Yakima, Wash., is currently underwriting the entire campaign of the Yakima United Good Neighbor Fund drive by awarding advertising time to each company that reaches its quota. This advertising matches dollar for dollar, the gift of each company's employes.

• Effective with its September issue, **Textile World** introduced a new format, featuring use of a sans serif logotype, a more unified cover, a two-page table of contents and an increase in size of editorial body type. *Textile World* is a McGraw-Hill publication.

• In celebration of the Pittsburgh Pirates' acquisition of the national league championship, **KDKA** and **KDKA-TV** teamed up with the Chamber of Commerce and the Pittsburgh Jaycees to present a 70-piece parade, which included the pennant-winning Pirates and their wives, numerous floats, 13 high school bands, Army, Air Force and Marine marching units and mounted city and county police.

• A total of 1,000,000 copies of an 8-page special advertising section published in the Sept. 11 issue of the **Milwaukee Journal** have been ordered by Manpower Inc., an international temporary help service. The section tells the story of Manpower and includes listings of all offices throughout the U.S., Canada, Mexico and Europe.

• Some 236 manufacturers of farm equipment and home appliances participated in the seventh annual Farm Progress Show, sponsored by **Prairie Farmer** during the latter part of September, at the Donald Baltz farm near Joliet. Exhibits covered farm implements, equipment, fertilizer, agricultural chemicals, hi-bred corn, building materials, petroleum products and home appliances.

• "You and Your Newspaper," a 20-page illustrated booklet, has been published by the **Washington Star**. Chapter headings include "The Newspaper Miracle," "The Elements of a Newspaper," "The Making of a Story," "What's in Your Paper?," "How to Handle Your Paper," and "How to Read Your Newspaper." Additional information may be obtained from the *Washington Star*, Washington 3, D. C.

• The **Kansas City FM Broadcasters Assn.** presented H. Roe Bartle, mayor of Kansas City, with a table-model fm radio in recognition of his proclaiming the week of Oct. 2-8 FM Radio Week in Kansas City.

• Some 160,000 persons plowed through ankle-deep mud Sept. 21, 22, and 23, to visit Plowtown, U.S.A., near Sioux Falls, S. D. Plowtown was the site of the 1960 national plowing contest and soil conservation field days, sponsored by **WNAX**, Yankton, S. D.

• To publicize its new show, "The Flintstones," **WBKB**, Chicago, ABC-TV outlet, delivered 26 1x2' 30lb. flintstones to agencies in Chicago, plus 9 flintstones to executives in Hollywood and New York.

• **KTRK-TV**, Houston, has begun construction on a new building which will feature a circular studio area, a concept never before employed in television studio construction. Completion is expected by next summer. #

Almost everybody of importance in ***advertising*** *and* ***marketing*** *reads and uses*

The ADVERTISING MARKET PLACE

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts. size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

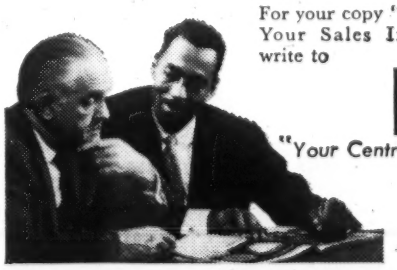
YOU CAN'T SELL TODAY...

. . . using strategy of yesterday!

In view of the vast and rapid changes taking place in central-city, you can't maintain your product sales in these areas without *effectively* selling a vital replacement potential for your retailers.

Central-city retailers are losing customers sold on your brands to new suburban centers. Brand-conscious Negro families are up to — and over — 50% of the total central-city population.

Advertising in **EBONY** Magazine gives your product more "effective" (customer-oriented) *local* impact on central-city Negro prospects than any other visual medium.

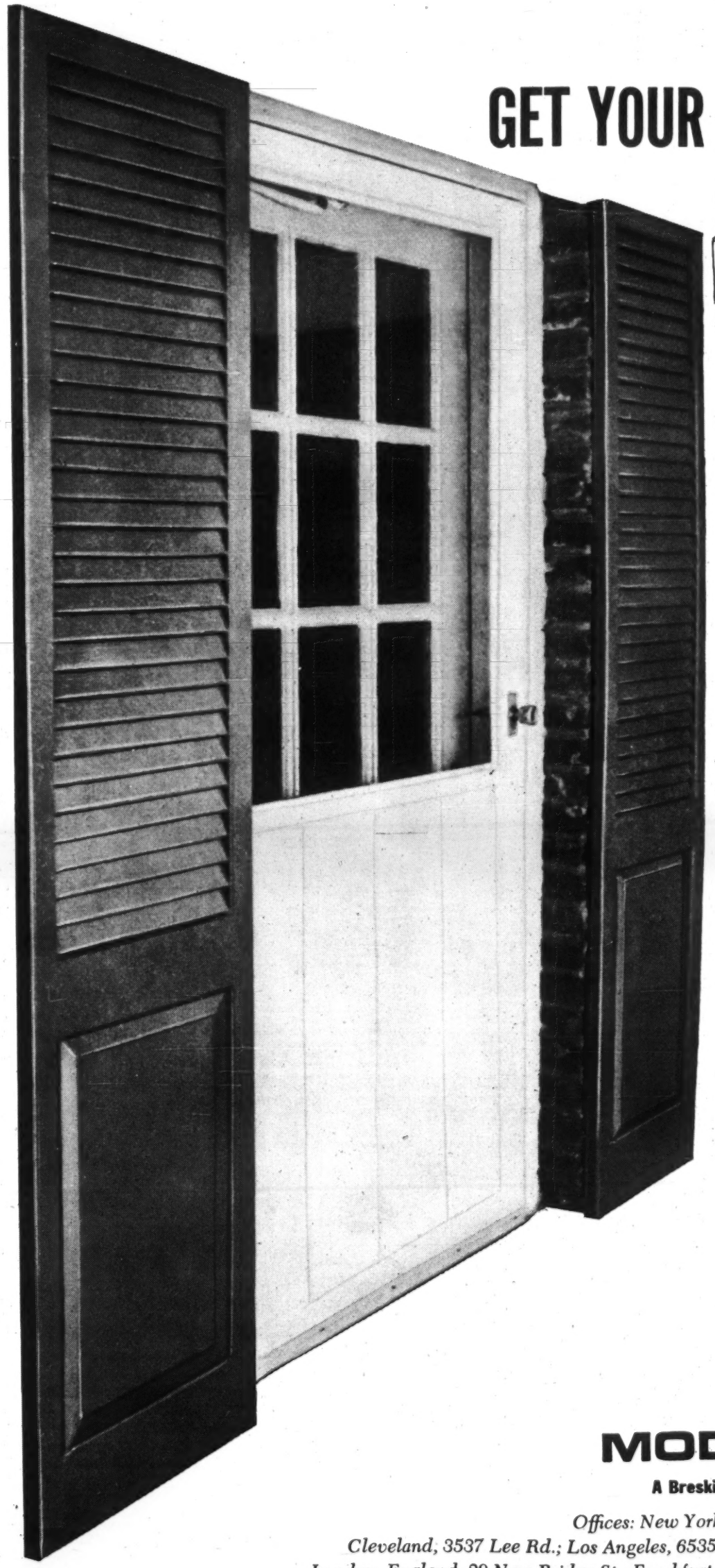


For your copy "You Can Increase Your Sales In Central-City" write to

EBONY

"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES



GET YOUR SALES FOOT IN THIS PLASTIC DOOR

Now they're making doors, windows, sash and trim out of plastic...and this application is helping open up a still wider market for building materials made of plastic.

Imagine homes with gas-, water- and sewer-pipes, electrical conduits, wall panels, ductwork, stair railings and foundation waterproofing, all made of strong, light, long-lasting plastic! Fantastic? Not at all. These items have passed the pilot-plant stage, and with more and more architects, builders and home buyers becoming sold on the merits of plastic building products, the market will soon be booming.

As in the construction field, the use of plastics in appliance housings, automotive parts, furniture, packaging, boating and other applications is mushrooming. It's a market with unlimited opportunities, for it takes billions of pounds of raw materials, countless tools, dies, motors, machines and equipment to make, mold and finish plastic products.

Your best door-opener to sales in the plastics market is a consistent advertising campaign in MODERN PLASTICS—the dominant magazine in the field, with more editorial material, more paid subscribers and more advertising than all other plastics publications combined.

Get the complete market-media picture today. Call or write our nearest office for your copy of the new MODERN PLASTICS Market and Media Data File.

MODERN PLASTICS

A Breskin Publication—Authority of the Field for 35 Years ABP ABC

Offices: New York, 575 Madison Ave.; Chicago, 620 N. Michigan Ave.; Cleveland, 3537 Lee Rd.; Los Angeles, 6535 Wilshire Blvd.; Atlanta, 1722 Rhodes Haverty Bldg.; London, England, 29 New Bridge St.; Frankfurt am Main; Western Germany, Wittelsbacher Allee 60; Tokyo, Japan, 4 Ginza, 2-chome, Chuo-ku.

PIPE MAN—*With his fourth novel beside him and his fifth in production, adman Riley Brown inserts a sheet of paper in his typewriter, perhaps to begin a sixth fiction work.*

Versatile Adman... Riley Brown

Writing novels has become a habit for Riley Brown, copy supervisor at N. W. Ayer & Son, Philadelphia.

His fourth novel, "Stringfellow of the Fourth" is now past its second printing. A fifth novel is nearing completion and will be published by Crown in 1961. It is entitled "Return to Reckoning."

Riley Brown is supervisor of the team of writers on the Atlantic Refining Co. account. He also works on the Peoples Drug Stores account, under the direction of Lyman Clark, one of the group directors in Ayer's copy department.

■ Since he joined Ayer, from Gray & Rogers, in 1949, he has worked on copy for such accounts as Insurance Company of North America, Illinois Bell Telephone Co., Armour & Co., institutional copy for the Chrysler Corp., Plymouth and Chesapeake & Potomac Telephone.

He is also one of the country's pioneer tv script writers, an activity he started while working for Gray & Rogers. One series he originated for NBC was called "Nightmare"; another was "Western Balladier." A third series, "Lights Out," was also written by Mr. Brown for radio. During his five-year tenure with Gray & Rogers, he estimates, he wrote nearly 700 tv and radio scripts.

■ This tall, husky southerner doesn't allow his outside writing to interfere with his copy work at the agency. For example, while he was working for the broadcasting industry in his spare time, he wrote copy for such Gray & Rogers accounts as the Bell Telephone Co. of Pennsylvania, Sunshine premium beer, Jomac Gloves, Chevrolet Dealers of Philadelphia and Southern States Iron Roofing Co.

His first novel, "Men, Wind & Sea," was written while he was on general duty with the Coast Guard in Jacksonville, Fla.

His second novel, "Death Before Breakfast," was a 45,000-word mystery, written in seven days. His third novel was another mystery, "Murder Hangs a Double-Cross," which he wrote a year after he joined Ayer.

■ He was born in Shellman, Ga., nearly 49 years ago. While at the University of Georgia, he began writing features for the *Atlanta Journal*. For a while, however, his athletic skill led him into semi-professional and pro baseball. A banged-up shoulder several years later brought him back into the newspaper field. He worked for several Georgia newspapers while teaching both grammar school and senior high school in Hatley, Ga. In 1937 he joined the Coast Guard.

He is married, the father of two girls, and the grandfather of two.

AVOCATION—*Adman - novelist Brown began writing fiction while in the Coast Guard.*

PRODUCTION—*Could he write a novel in a week? Of course.*

Coming Conventions

*Indicates first listing in this column.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15.* Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 13-15. Mutual Advertising Agency Network, national meeting, Bismarck Hotel, Chicago.

Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-17. Advertising Managers Bureau, New York State Dailies, fall meeting, Hotel Syracuse, Syracuse.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19. Educational clinic co-sponsored by Associated Business Publications and American Assn. of Advertising Agencies, Hotel Commodore, New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 21. Ohio State University, 17th annual advertising and sales promotion conference, Columbus.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27. American Newspaper Publishers Assn., in conjunction with Assn. of National Advertisers and the American Assn. of Advertising Agencies, second annual seminar on newspaper advertising, Savoy-Hilton Hotel, New York.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

*Oct. 27-28. Advertising Age's 2nd annual Advertising Agency Management Workshop, Palmer House, Chicago.

Oct. 28. Sales Promotion Executives Assn., midwest sales promotion seminar, La Salle Hotel, Chicago.

Oct. 29-30. National Federation of Advertising Agencies, western states meeting, San Francisco.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 5-6. National Federation of Advertising Agencies, eastern states meeting, Boston.

Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 13-16. National Newspaper Promotion Assn., eastern regional convention, Sheraton Hotel, Rochester, N.Y.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

HAPPY TIMES—*This newspaper ad, set to run Oct. 31, is one of a series scheduled by the Institute of Life Insurance (AA, Oct. 3). J. Walter Thompson Co. is the agency.*

Westinghouse Vote Jingles, Rockefeller Show Available

Westinghouse Broadcasting Co., New York, has made its register-and-vote radio jingles available to all U.S. radio stations. The promotional announcements, which were created for the 1956 elections, received the American Heritage Foundation Award. Stations may obtain the jingles free by writing to Brendan Byrne at the Foundation, 11 W. 42nd St., New York.

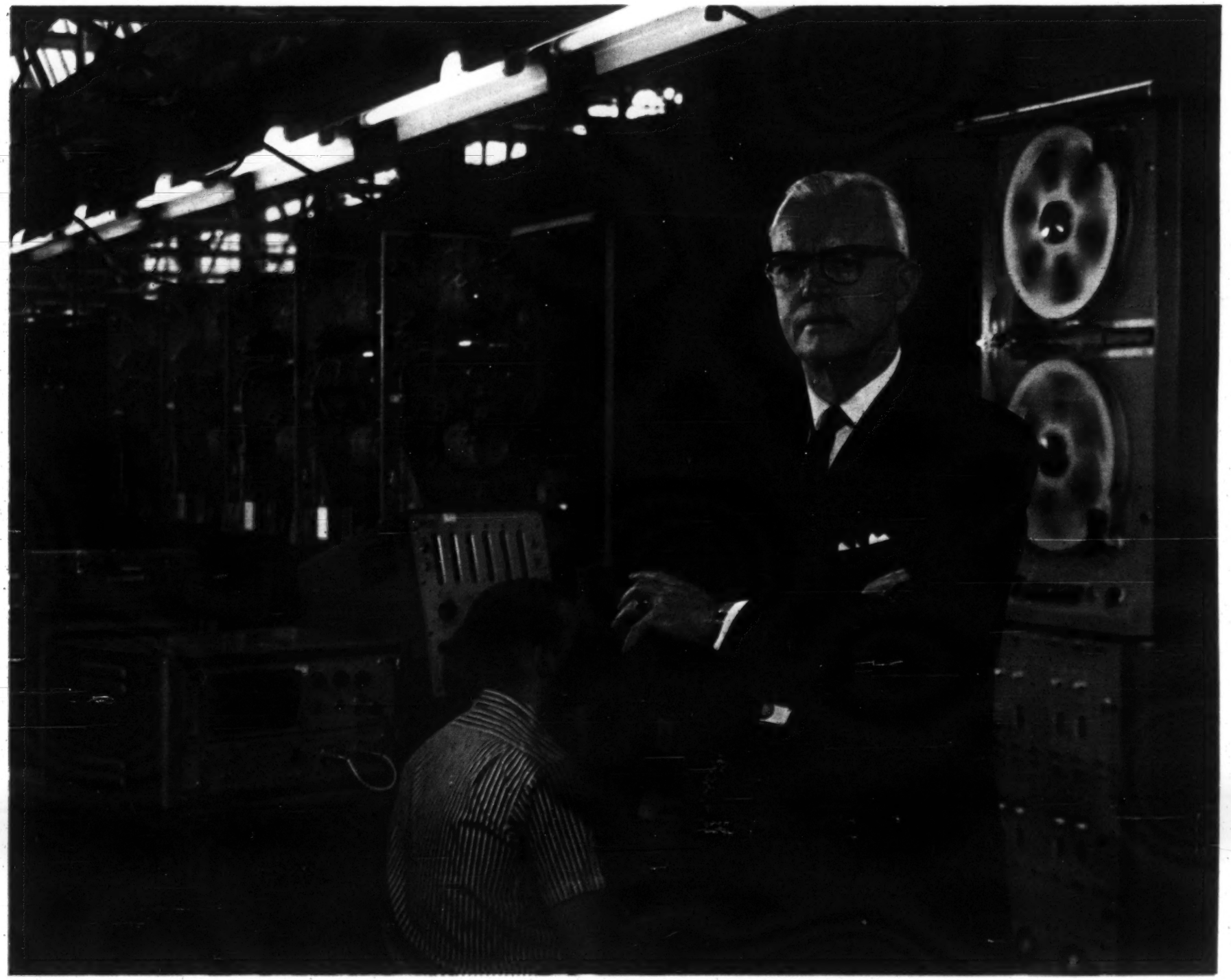
Westinghouse also is making available free to radio stations five 15-minute programs in the "Rockefeller Reports" series, the sixth and final study of America's problems undertaken by the Rockefeller Brothers Fund since 1956. The series is being run on the six Westinghouse stations. Other stations may receive the show by writing to Westinghouse, at 122 E. 42nd St.

Roman Uses Spot TV Push

Roman Products Corp., Hackensack, N.J., is running a saturation tv schedule of minutes, 20-seconds and station identification breaks in a seven-week push ending in mid-November. The campaign includes 172 spots on WCBS-TV, New York, and, in Philadelphia, 70 spots on WCAU-TV and 42 annoucements on WFIL. Pizza, ravioli and other Italian frozen foods are featured in the ads. Smith/Greenland Co. is the agency.

CBC to Service Yukon

CBC's Trans-Canada Radio Network, Ottawa, will extend its service to the Yukon Territory, setting up a regional network there by the coming winter. The move will bring Canadian radio programming to three-quarters of the Yukon population.



Philip S. Fogg, President of Consolidated Electrodynamics Corporation, compares advertising to electronic testing gear.

"With us, even an advertisement is test equipment."

"Our industry is so complex we depend heavily on advertising to find new uses for products. This is how we test marketability of our electronic measuring and recording devices beyond the immediate, known prospects.

"As in any rapidly changing industry, the key men depend on business magazines to keep abreast of all the latest developments. Advertising there is our fastest and most economical way to reach them.

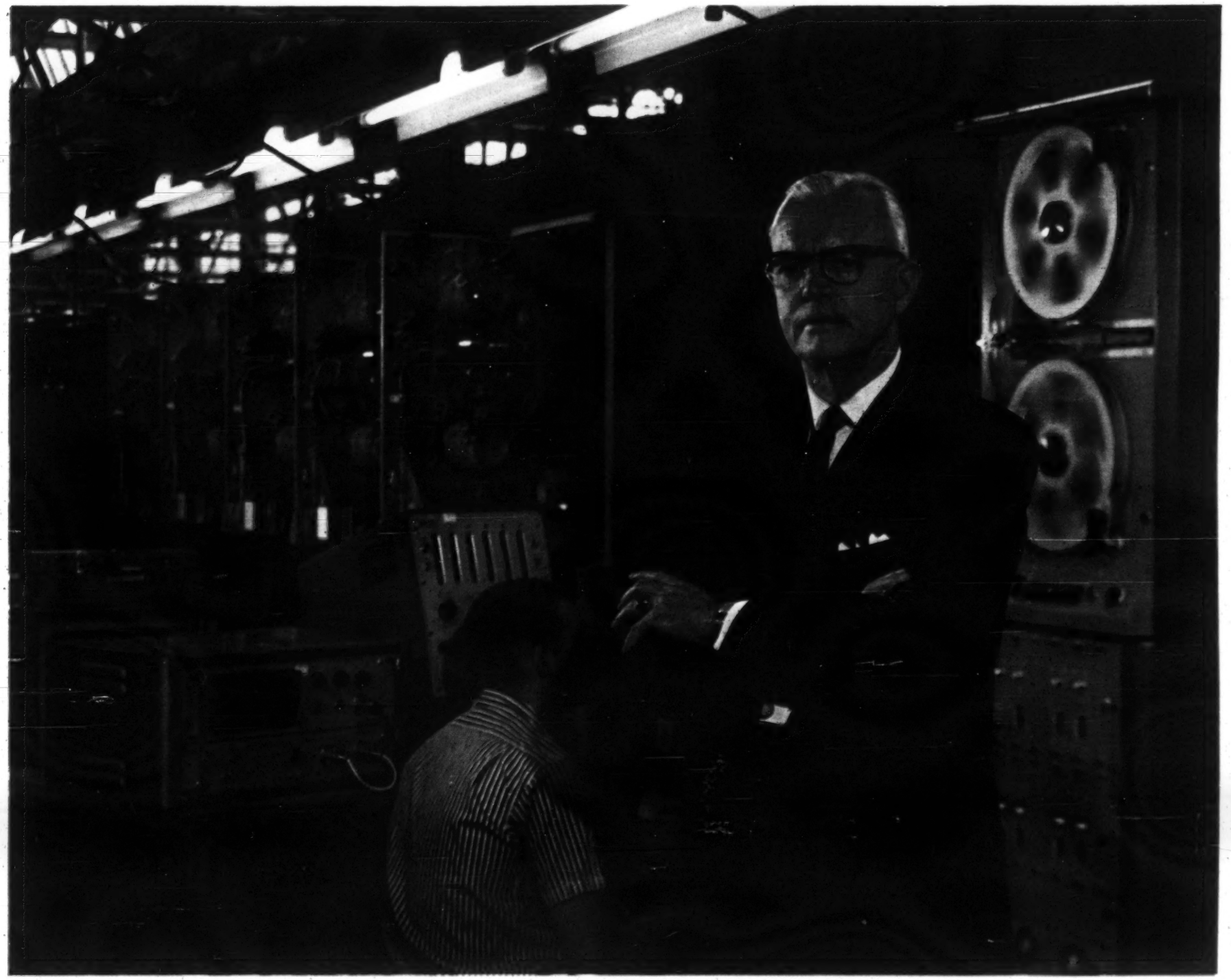
"It is in business publications like McGraw-Hill's that we feel our advertising finds a common meeting ground with customers we know—and prospects we don't."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.



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Petry Adds WDAF Stations; Has All of Transcontinent

Transcontinent Television Corp., New York, has named Edward Petry & Co. as national representative for WDAF and WDAF-TV, Kansas City. WDAF formerly was represented by Henry I. Christal Co. and WDAF-TV by Harrington, Righter & Parsons.

With this appointment all six tv stations and three radio stations owned by Transcontinent are represented by Petry, which is a stockholder in Transcontinent. Transcontinent, headed by David C. Moore, took over the ownership of the Kansas City stations from National Theaters & Television in July. Other members of the Transcontinent family are: WROC (tv, fm), Rochester, N. Y.; WNEP-TV, Scranton-Wilkes Barre; WGR (tv, am, fm), Buffalo; KFMB (tv, am, fm), San Diego; and KERO-TV, Bakersfield, Cal.

Business Opportunities

Interested in locating manufacturers selling products to the landscape industry, and who wish to increase their volume through sound merchandising. Please write LANDSCAPING, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103 for full details.

Hearst Names Ted Lee

Ted C. Lee, formerly manager of the Pacific Coast group of Hearst Advertising Service, Chicago, has been named manager of the Hearst San Francisco office. He succeeds William E. Peters, who retires Oct. 1. Robert E. Robeson has been promoted from the sales staff to Mr. Lee's former post.

Shaughnessy Joins DCS&S

Bernard A. Shaughnessy, formerly director of merchandising at Grant Advertising, Dallas, has joined Doherty, Clifford, Steers & Shenfield as account representative of Jackson Brewing Co., New Orleans. He will make his headquarters in Dallas.

FOR YOU—*Mrs. Edith Drey, former chairman of the National Council of Mailing List Brokers, receives a plaque from George Bryant, current chairman of the council, for her efforts to improve quality of direct mail lists. Presentation was made at the Hundred Million Club session in New York. Mrs. Drey is with her husband's organization, Walter Drey Inc., mailing list consultant. Mr. Bryant is chairman of George Bryant & Staff, mailing list broker.*

FCC Short Circuits Procedure to Speed Hartford Pay TV Case

WASHINGTON, Oct. 4—The Federal Communications Commission snipped away at red tape last week as it announced plans to skip over preliminary steps and get down to the question of whether to authorize the three-year trial operations of pay tv in Hartford. (AA, Oct. 3).

In almost unprecedented action, FCC has scheduled hearings for Oct. 24 through 28 to consider the application of Hartford Phonevision Co., a subsidiary of RKO General. Normally applications are considered by a hearing examiner. They do not reach the commission for review until the examiner has received testimony and prepared a recommendation.

■ The commission stressed that the hearings will deal only with the Hartford test. The general question of a subscription tv service is not at issue, FCC said, and will not be considered until the commission knows the results of the Hartford trial.

"It would not be until after trial operations that hearings would be held on the general policy questions affecting a possible nationwide subscription television service. As the commission stated in its first and third reports on subscription television, questions relating to a general service will have to wait further hearings and the consideration of appropriate legislation," FCC said.

■ In its "Third Report," March 23, '59, it was ready to consider pay tv, but specified, among other things, that promoters can't sell any special equipment to the public and that the operation must not adversely affect commercial tv (AA, March 30, '59).

In the hearings this month, FCC will measure the Phonevision application, which calls for the company to broadcast over WHCT (Channel 18), against the provisions of the "Third Report." These are the issues the commission will consider:

1. Whether the Hartford setup conforms with the conditions FCC spelled out in its "Third Report"—no charge for equipment, one-city test, etc.

2. Whether the test would deprive viewers of tv programs which would otherwise be available.

3. Whether pay tv in Hartford would adversely affect competition in the tv industry.

4. Whether the operation would limit the station's control of selection, rejection, and scheduling of all programs transmitted by the station; whether it would affect reception; and whether installation and maintenance charges would be reasonable.

5. Whether the public interest would be served by authorizing the Phonevision pay tv plan.

PAY-TV STATION WILL SHOW TOP ATTRACTIONS: ZENITH

HARTFORD, Oct. 4—Subscription television programs, in the first large-scale test of over-the-air transmission on WHCT-TV, will be broadcast for only a few hours a day initially, Ted Leitzell, public relations director of Zenith Radio Corp., Chicago, told a luncheon meeting of the Hartford Rotary Club.

The programs are being lined up now and specific attractions will be announced as they are obtained, Mr. Leitzell added. He said they would be known well in advance of start of the test.

■ The experimental pay-tv project here is presently awaiting Federal Communications Commission approval. If approval is received, the test will be conducted by the Hartford Phonevision Co., an RKO General subsidiary, which recently purchased WHCT-TV.

Prospective subscribers, Mr. Leitzell noted, will be furnished a complete schedule of features, which is expected to include such attractions as new, full-length motion pictures, Broadway plays and musicals, grand opera, symphony concerts and sports events not now available on commercial television.

■ Zenith has been actively pursuing authorization of a large-scale test of over-the-air subscription television for the past ten years, using its Phonevision system.

IRISH CRITICIZES NETS, SEES SPORTS IN PAY TV

NEW YORK, Oct. 4—The future for sports on television lies in subscription tv, according to Ned Irish, president of Madison Square Garden.

Speaking before the Radio & Television Executives Society last week, Mr. Irish explained that "sports contests, except for weekend afternoons and summertime, are vanishing from radio and television." He said that, being locked out of prime time on regular tv, sports' natural alternative seems to be pay tv or closed circuit tv, which now offer it a ready-made program framework, just as home tv did in its early days.

"Sporting events, more than any other programming, led in selling tv sets to the public in the early days of home viewing," Mr. Irish pointed out. But today, he said, "no one is willing to even approximate in rights fees the loss of gate receipts, without which few sports can survive."

■ Mr. Irish said this is particularly distressing because sports contests, edited on tape to cut out intermissions and provide continuous action, could garner reasonable ratings and offer viewers more entertaining fare than they are now getting. Sports on tv can sell products, even to women; Gillette executives were amazed at the impact of Toni commercials on its boxing shows, he added.

Mr. Irish blamed the tv networks for much of the dilemma. One network (National Broadcasting Co.) dropped Madison Square Garden boxing because of poor ratings, he said, but the ratings had been hampered by poor clearance, even on the network-owned stations. Another network (Columbia Broadcasting System) drastically cut its hours of sportscasting this season, while press releases from the network talked about the money a fan could save by watching sports from a ringside seat in his living room.

The third network (American Broadcasting Co.) is the only sports-conscious one at the moment, Mr. Irish said. It has increased its daytime coverage, while maintaining its night schedules, he said. #

IMS Buys Case Agency

Industrial Marketing Services Co., Sparta, N. J., has acquired R. Richards Case Advertising, Easton, Pa. R. Richard Case, president of the Easton agency, joins IMS as art supervisor and account executive, and will move to Sparta. Accounts which he takes with him include I.R.N. Co. and J. K. Instruments Corp.

Airtherm Mfg. Names Bolan

Airtherm Mfg. Co., St. Louis, has appointed Charles W. Bolan Inc., St. Louis, to handle its advertising and sales promotion. Airtherm manufactures heating and air conditioning equipment, metal deck and siding and metal tanks and containers.

You buy *Recognition* in the Chattanooga Daily Times

Whether you're launching a new product, or entering the Tri-State market for the first time with an established one, you get instant attention when you introduce it to the 40 key counties of Tennessee, Georgia and Alabama through the Chattanooga Daily Times.

That's because the Times is a newspaper Tri-Staters abide by. And for good reason . . .

The Times believes in the people it serves and respects their need to be well informed. It serves its readers every day with a broad balance of vital national and world news. It serves them with a careful sensitivity to the area's needs . . . and with the kind of solid reporting and responsible editing that has earned it such a durable place in the minds and lives of its readers.

Thus, your advertising in the Times is a friendly recommendation Tri-Staters will accept. Because they believe in the Times.

In this growing, consuming community, where retail sales reached more than $972 million last year, people recognize the uniqueness of the Times. They look eagerly to the Times to serve all their news, marketing and cultural requirements. Your advertising in it serves them, too.

FASTEST WAY TO PROMPT TRI-STATE BUYING ACTION

Chattanooga Daily Times

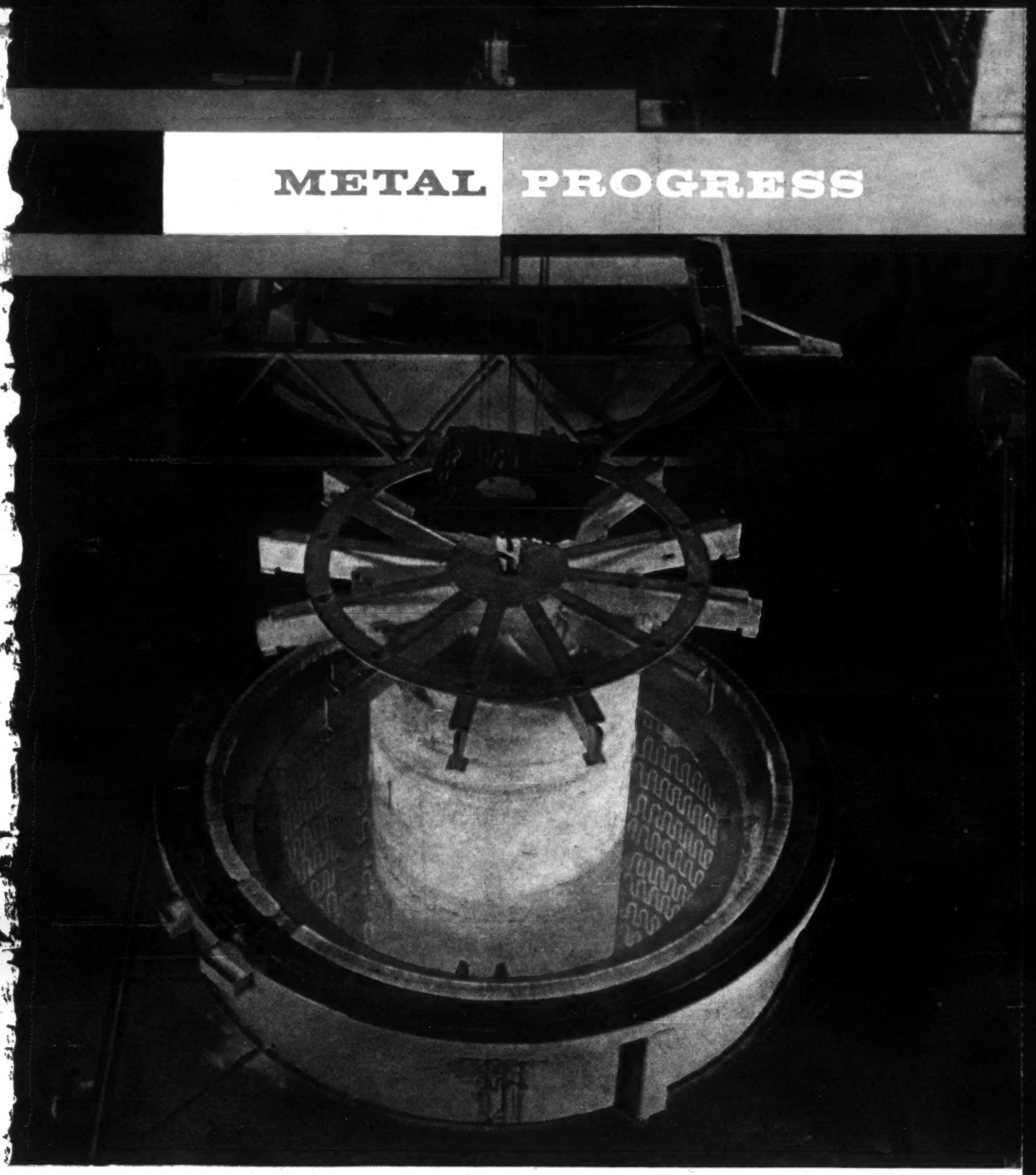
Represented by Cresmer & Woodward, Inc. and Shannon & Associates, Inc.

Best Bet: Bundscho

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

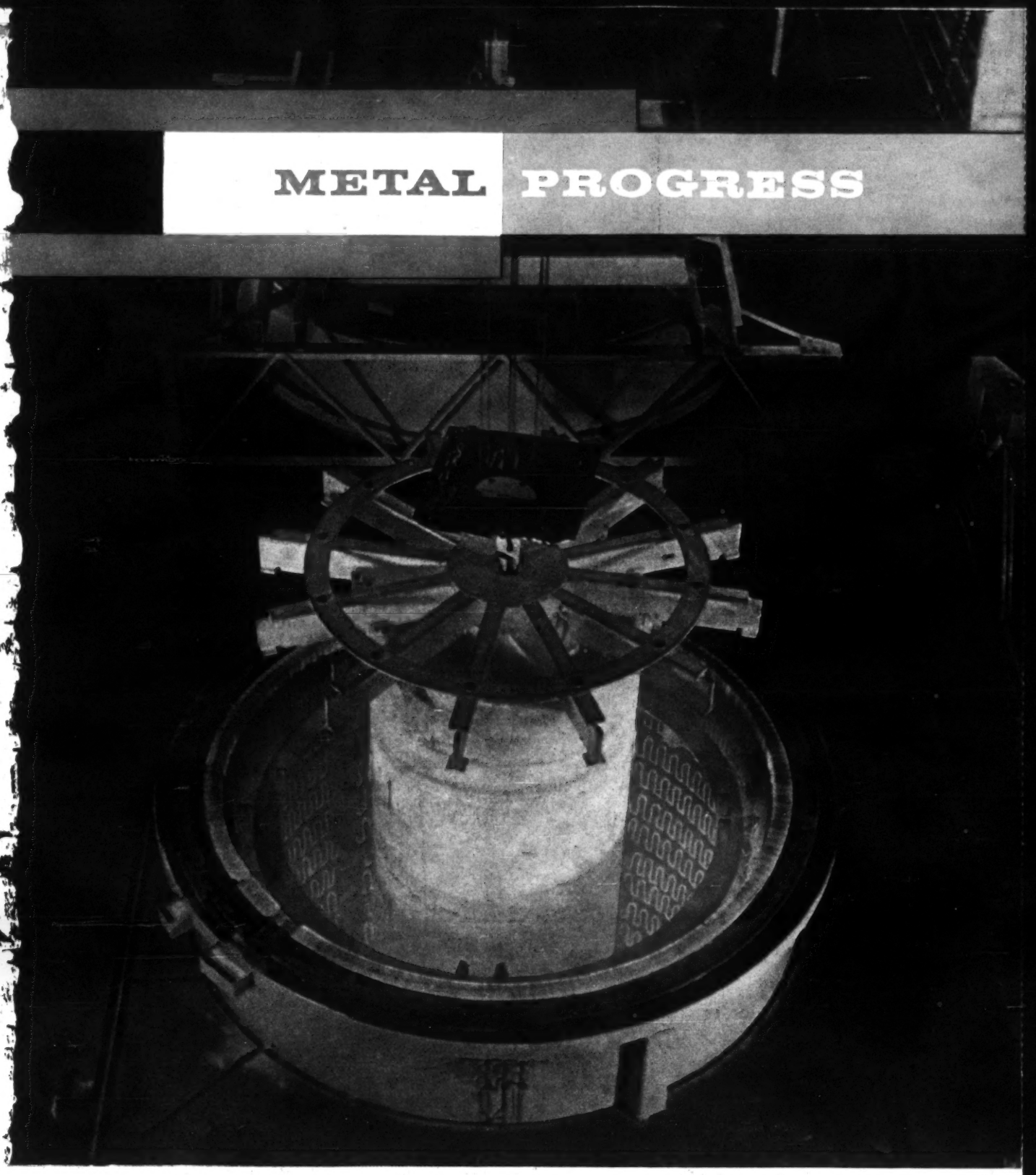
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1



BETTER METALS is the guiding purpose of the 32,000 technical management readers of Metal Progress. Heat treating of rocket cases (above) is but one of their many metalworking interests. The unmatched editorial of Metal Progress gives its readers full exposure on the technical aspects of metalworking—metals, materials, parts, processes and equipment. Unique in its field, Metal Progress is *the* magazine to use to sell an *engineered* product to the metal industry.

METAL PROGRESS

THE AMERICAN SOCIETY FOR METALS
METALS PARK • NOVELTY, OHIO



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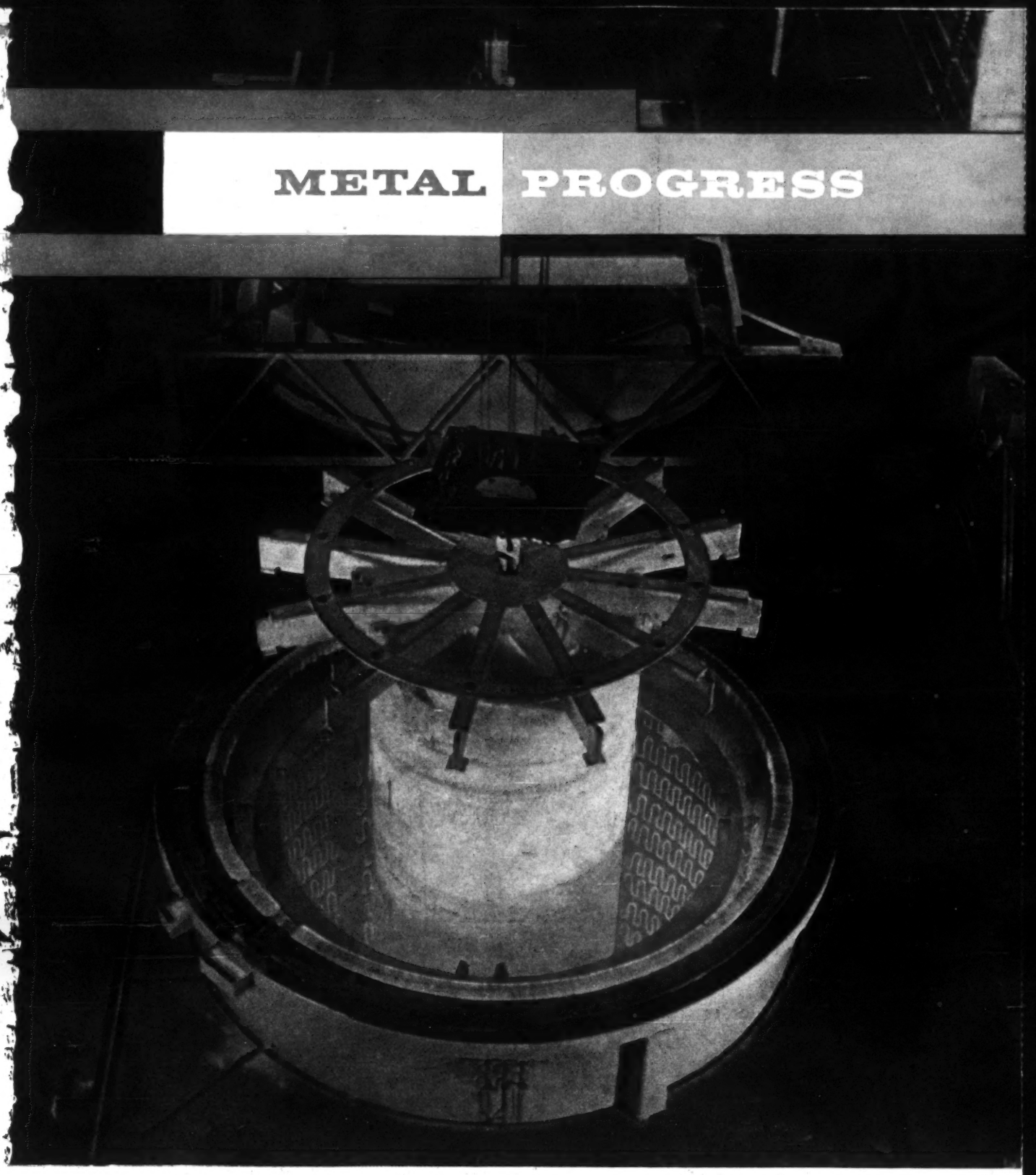

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METAL PROGRESS

THE AMERICAN SOCIETY FOR METALS
METALS PARK • NOVELTY, OHIO

important functions in your neighborhood.

- Have a bachelor's corner.
- Always stay open late on payroll nights.
- Have expectant mothers register the day on which they expect to give birth; then present a gift to those guessing correctly the sex of their offspring. #

ABC Brings TV to Ecuador

The international division of the American Broadcasting Co., New York, and Primera Television Ecuatoriana, S.A., will begin operating Ecuador's first television station, at Guayaquil, shortly. ABC International will provide Primera TV with engineering, technical, programming, sales and financial aid.

Mogul Gets Yoseloff

Thomas Yoseloff Inc. has appointed Mogul Williams & Saylor, New York, to handle advertising for its four book clubs—American History Publication Society, Sportsman's Book Club, Jewish Book Guild and Fine Editions Club. Wexton Co. is the previous agency.

Simmons, Winfield Merge

John M. Simmons Associates, St. Louis, has joined forces with Winfield Advertising Agency, St. Louis. John Simmons has become a vp and account supervisor of Winfield. Joe Horan, Winfield president, said the association was effected "to bring increased services and facilities to clients of both agencies."

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

What can you learn from a harbor pilot about the

PORT OF SAN FRANCISCO?

He'll point out that Port of San Francisco offers more direct service to and from transpacific points than any other port on the Pacific Coast. It's just inside the Golden Gate, only 15 clear-sailing minutes from the open sea. No waiting for berthing space here, either! There's 18 miles of it—all deep-water—so ships can dock or depart smoothly, safely, in record time.

We can give you added reasons why this port cuts days off in-transit time, and dollars off costs, for shippers: more frequent general cargo sailings, direct to more world ports, than any other Pacific Coast port...shipside connections with three transcontinental railroads and over 700 trucking firms...and many others. Find out about them *first-hand*. Route your next shipment via Port of San Francisco!

LEADING GENERAL CARGO PORT ON THE PACIFIC
San Francisco Port Authority • Ferry Building • San Francisco 6

BARBARY—*The state-owned seaport of San Francisco is being promoted in trade publications in the U.S. and overseas in ads like this, placed by Johnson & Lewis.*

Brainstormers Get 116 Bright Ideas to Aid Jewelry Retailer

NEW YORK, Oct. 4—Jewelry, like a diamond, is for keeps. But how can jewelers get customers to buy the stuff for keeps?

A panel here has come up with answers—116 of them—developed in one of Batten, Barton, Durstine & Osborn's periodic brainstorming sessions.

The session was an indirect boost for BBDO clients selling through jewelry stores, including Philco Corp., W. A. Sheaffer Pen Co., Westclox, Bausch & Lomb, N. A. Morris Inc., Taylor Instrument and J. R. Wood & Sons.

But the ideas did not end at mention of the agency's own clients; a few gratuitous "mentions" were made of some outsiders, too. Suggestion 78, for example, says: "Have a Polaroid camera in the store to take pictures of customers wearing or holding a prospective purchase."

Some of the bright ideas—and "Naturally it is not claimed that all these ideas are new"—have as fine an edge as the diamonds they are intended to sell:

- Pay more attention to the mother of the bride. She generally plays a large role in the selection of bridal purchases.
- Visit the license bureau once or twice a year and at random pick a couple applying for a marriage license and present them with a surprise gift.
- Use dolls wearing rings and jewelry. Also sell the doll.
- Some of the other ideas that emerged from the session, in which the participants were retail and wholesale jewelry executives, association officials and trade paper publishers and editors, probably come under the category of the Brazen Soft Sell. For example:
- Where possible, have sales personnel use the products sold in your store. If you're selling expensive pens, have them use them, rather than cheap ballpoints, when writing out sales slips.
- Let salesmen wear expensive watches and rings, and put them back in stock at the end of the day.
- Have your employes wear impressive jewelry when attending

This film may never win an Oscar...but it may help you win and hold new business

Here is 35 minutes' worth of the basic story of type and good typography. "Type Tells The Story" is an interesting and educational slide film that deals with the contribution of good typography to effective selling. Through a series of arresting illustrations, you are reminded how typographic rightness and attractiveness compel attention right off the bat. Among many other things, you are shown how setting type right puts more selling appeal in creative layout; the why and how of exactly right type face for legibility, emphasis, accent, interest and all-over appearance. No matter if you are advertising agent or advertising client, this refresher on the fundamentals of Advertising Typography plus its modern creative scope will be an exceedingly well spent five-and-thirty minutes of your time, and the time of your associates. Any ATA member, and there are 70 listed on this page, will gladly make "Type Tells The Story" available to you and other members of your organization, on your schedule of convenience. There is no obligation or charge. *Better* Advertising Typography is its own reward—for us, for you, for anyone who reads—to buy. Call your nearest ATA member today. Make a date with a great slide film.

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.
Executive Offices: 461 Eighth Avenue, New York 1, N.Y.

It pays to set type right at:

AKRON, OHIO, The Akron Typesetting Co.; ATLANTA, GEORGIA, Higgins-McArthur Company; BALTIMORE, MARYLAND, The Maran Printing Co.; BOSTON, MASSACHUSETTS, The Berkeley Press, Machine Composition Co., H. G. McMennamin; CHICAGO, ILLINOIS, J. M. Bundscho, Inc., The Faithorn Corp., Hayes-Lochner, Inc., Runkle-Thompson-Kovats, Inc., Frederic Ryder Company; CINCINNATI, OHIO, The J. W. Ford Company; CLEVELAND, OHIO, Bohme & Blinkmann, Inc., Schlick-Barner-Hayden, Inc., Skelly Typesetting Co., Inc., COLUMBUS, OHIO, Yaeger Typesetting Co., Inc.; DALLAS, TEXAS, Jaggars-Chiles-Stovall, Inc.; DAYTON, OHIO, Dayton Typographic Service; DENVER, COLORADO, The A. B. Hirschfeld Press, Hoflund-Schmidt Typographic Service; DETROIT, MICHIGAN, Arnold-Powers, Inc., The Thos. P. Henry Co., George Willens & Company; HOLLYWOOD, CALIFORNIA, Bisch Type, Inc., Nicholas-Preston Company; INDIANAPOLIS, INDIANA, The Typographic Service Co., Inc.; KALAMAZOO, MICHIGAN, Mahoney Typographers, Inc.; LOS ANGELES, CALIFORNIA, Ad Compositors, Inc., Adtype Service Co., Inc., Advertisers Composition Company; MILWAUKEE, WISCONSIN, Arrow Press; MINNEAPOLIS, MINNESOTA, Duragraph, Inc.; NEWARK, NEW JERSEY, Barton Press, William Patrick Co., Inc.; NEW YORK, NEW YORK, Ad Service Company, Advertising Agencies' Service Co., Inc., Artintype, Inc., Associated Typographers, Inc., Atlas Typographic Service, Inc., Central Zone Press, Inc., The Composing Room, Inc., Composition Service, Inc., Diamant Typographic Service, Inc., Graphic Arts Typographers, Inc., Huxley House, King Typographic Service Corp., Linocraft Typographers, Inc., Master Typo Company, Chris Olsen Typography, Inc., Frederic Nelson Phillips, Inc., Philmac Typographers, Inc., Royal Typographers, Inc., Frederick W. Schmidt, Inc., Harry Silverstein, Inc., Supreme Ad Service, Inc., Tri-Arts Press, Inc., Typographic Craftsmen, Inc., The Typographic Service Co., Kurt H. Volk, Inc.; PHILADELPHIA, PENNSYLVANIA, Walter T. Armstrong, Inc., Alfred J. Jordan, Inc., Progressive Composition Co., Typographic Service, Inc.; PITTSBURGH, PENNSYLVANIA, Davis & Warde, Inc.; PORTLAND, OREGON, Paul O. Giesey, Adcrafters; ROCHESTER, NEW YORK, Rochester Monotype Composition Company; SAN FRANCISCO, CALIFORNIA, Griffin Brothers, Inc.; ST. LOUIS, MISSOURI, Warwick Typographers, Inc.; SEATTLE, WASHINGTON, Frank McCaffrey; TORONTO, CANADA, Cooper & Beatty Limited.

Brewers' '59 Ad Cost Drops to $1.08 per Bbl.

(Continued from Page 3)

spending from $10,263,530 to $11,197,036 in 1959. Its 1959 ad costs dropped to $1.38 er bbl. and 9.8¢ per case from $1.47 per bbl. and 10.5¢ per case in 1958. The St. Louis brewer registered the second biggest ad costs in the study.

■ Jos. Schlitz Brewing Co., Milwaukee, again was the second biggest seller although 1959 barrel sales of 5,863,000 were off from 5,893,000 bbls. sold in 1958. Schlitz was also second biggest advertiser, but ad spending was off slightly, dropping from $7,741,692, in 1958 to $7,461,781 in 1959. Ad costs slipped slightly to $1.27 per bbl. and 9¢ per case.

Third largest seller was Falstaff Brewing Co., St. Louis, with sales of 4,748,000, up from 4,502,000 bbls. sold in 1958. Falstaff increased ad spending from $5,226,140 to $5,457,056 in 1959, but with lower ad costs —$1.14 per bbl. and 8.1¢ per case.

Pabst Brewing Co., Chicago (now in the process of returning to Milwaukee), which in 1958 ranked ninth in sales, was fourth in sales in 1959, with 4,500,000 bbls., up from 2,550,000 in 1958, but the big increase in sales was due in part to the inclusion of sales of Blatz Brewing Co., which was bought by Pabst in 1958. Pabst does not release individual sales figures for the two brands, so in AA's study sales and advertising figures are for the Pabst-Blatz combination. Actually, measured media spending can be broken down—with $2,435,834 for Pabst and $1,601,155 for Blatz. Combined ad costs, however, figure out to 89¢ per bbl. and 6.3¢ per case.

■ Another impressive sales increase was registered by Carling Brewing Co., Cleveland, with 4,418,000 bbls., a 25% increase over 1958 sales of 3,351,000 bbls. Carling boosted ad spending from $2,926,893 to $3,853,453 with a per bbl. cost of 87¢ and per case cost of 6.2¢, higher than 1958.

Olympia Brewing Co., Olympia, Wash., showed the most dramatic increase in ad spending, going from $520,188 to $1,599,587 in 1959, although sales went up only slightly, from 1,249,000 bbls. to 1,415,000 bbls. Per bbl. and per case costs were $1.10 and 7.8¢, up from 41¢ and 2.9¢.

Spot tv was the favorite medium for brewery ads, with a total investment of $25,749,560. Outdoor was the second biggest medium with $18,889,125; newspapers, $8,834,762; network television, $5,577,937; general magazines, $5,536,351; and business publications, $214,200.

AA has calculated these figures in this annual survey of the industry from various sources of data on advertising media and from barrelage figures reported by Research Co. of America. Included are newspaper ad costs (including supplements) as measured by the Bureau of Advertising, American Newspaper Publishers Assn.; magazines and network tv as measured by Publishers Information Bureau; spot tv, by Television Bureau of Advertising; business publications by Associated Business Publications, and outdoor by Outdoor Advertising Inc.

■ The ad figures are only a rough indication of comparable ad costs by brewers. The measured media figures are based on gross rates and (in the case of broadcast media) exclude production and talent costs. Omitted completely from the calculations are the large amounts

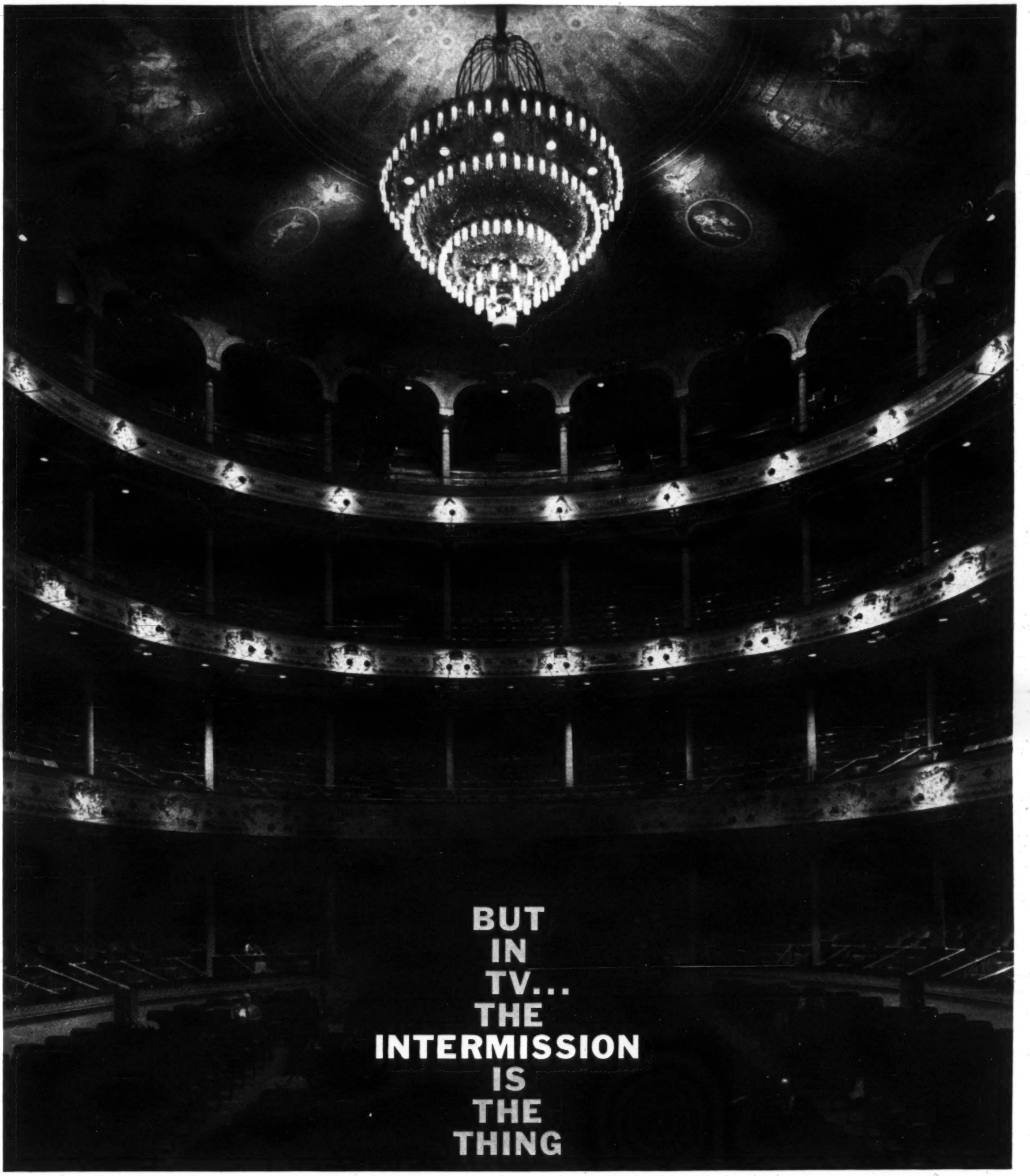
(Continued on Page 108)

Per-Case Costs of Beer and Ale Advertising

Sales of brewers whose 1959 output exceeded 1,000,000 bbls. related to the amount invested by each in general magazines, newspapers (including Sunday sections), network and spot tv and outdoor. These figures are not offered as complete records of expenditures; brewers spend large sums in radio as well as point of purchase materials and other non-measured media.

Copyright 1960 by Advertising Publications Inc.

	1959	1958	1957	1956	1955	1954	1953	1952	1951
ANHEUSER-BUSCH INC.									
1,000 bbls. sold	8,065	6,982	††5,864	5,864	5,617	5,829	6,711	6,034	5,479
Ad investment	$11,197,036	††$10,263,530	$ 9,438,976	$ 6,816,889	$ 5,493,665	$ 6,820,379	$ 3,041,609	$ 1,681,096	$ 1,887,277
Ad cost per bbl.	$1.38	$1.47	$1.60	$1.16	97.8¢	$1.17	45¢	28¢	34¢
Ad cost per case	9.8¢	10.5¢	11.4¢	8.2¢	6.4¢	8.5¢	3.3¢	2.0¢	2.4¢
†JOS. SCHLITZ BREWING CO.									
1,000 bbls. sold	5,863	5,893	6,024	5,941	5,780	5,406	5,255	6,347	5,716
Ad investment	$ 7,461,781	$ 7,741,692	$10,682,254	$ 8,605,134	$ 7,450,861	$ 7,319,025	$ 3,733,430	$ 2,341,768	$ 2,347,578
Ad cost per bbl.	$1.27	$1.31	$1.77	$1.45	$1.29	$1.35	71¢	37¢	41¢
Ad cost per case	9¢	9.3¢	12.6¢	10.3¢	9.3¢	9.8¢	5.2¢	2.7¢	3.0¢
FALSTAFF BREWING CO.									
1,000 bbls. sold	4,748	4,502	4,282	3,870	3,653	3,290	2,911	2,277	2,295
Ad investment	$ 5,457,056	$ 5,266,140	$ 5,363,527	$ 4,383,350	$ 2,594,448	$ 2,744,722	$ 1,197,891	$ 784,667	$ 230,046
Ad cost per bbl.	$1.14	$1.16	$1.25	$1.13	71¢	83.4¢	41¢	34¢	10¢
Ad cost per case	8.1¢	8.2¢	8.9¢	8.0¢	5.1¢	6.0¢	3.0¢	2.5¢	0.7¢
§PABST BREWING CO.									
1,000 bbls. sold	4,500	2,550	*2,700	*3,115	3,500	3,500	4,250	4,047	3,950
Ad investment	$ 4,036,989	$ 3,231,032	$ 4,332,504	$ 6,202,978	$ 3,408,382	$ 4,147,572	$ 3,089,864	$ 2,936,895	$ 2,848,548
Ad cost per bbl.	89¢	$1.26	$1.60	$1.99	97.3¢	$1.18	73¢	73¢	72¢
Ad cost per case	6.3¢	9¢	11.4¢	14.2¢	7.0¢	8.6¢	5.3¢	5.3¢	5.2¢
CARLING BREWING CO.									
1,000 bbls. sold	4,418	3,531	3,151	2,997	2,655	1,340	1,096	893	669
Ad investment	$ 3,853,435	††$ 2,926,893	$ 1,848,718	$ 2,799,404	$ 423,045	———	———	———	———
Ad cost per bbl.	87¢	83¢	59¢	93¢	15.9¢	———	———	———	———
Ad cost per case	6.2¢	5.8¢	4.2¢	6.6¢	1.2¢	———	———	———	———
†P. BALLANTINE & SONS									
1,000 bbls. sold	4,325	4,036	3,982	3,967	3,953	3,713	3,882	4,038	3,990
Ad investment	$ 2,938,362	$ 3,380,600	$ 3,878,398	$ 3,434,816	$ 1,571,939	$ 2,693,234	$ 2,021,738	$ 2,465,750	$ 1,558,379
Ad cost per bbl.	67¢	83¢	97¢	86¢	39.7¢	72.5¢	52¢	61¢	39¢
Ad cost per case	4.7¢	5.9¢	6.9¢	6.1¢	2.9¢	5.3¢	3.8¢	4.4¢	2.8¢
THEO. HAMM BREWING CO.									
1,000 bbls. sold	3,552	3,394	3,376	3,325	3,072	2,249	1,686	1,380	1,150
Ad investment	$ 4,446,749	$ 4,038,642	$ 3,932,007	$ 3,518,441	$ 2,034,130	$ 1,908,550	$ 647,773	$ 432,626	$ 704,335
Ad cost per bbl.	$1.25	$1.19	$1.16	$1.06	$1.17	84.9¢	38¢	31¢	61¢
Ad cost per case	8.9¢	8.5¢	8.3¢	7.5¢	8.0¢	6.1¢	2.8¢	2.2¢	4.4¢
F. & M. SCHAEFER BREWING CO.									
1,000 bbls. sold	3,050	2,787	2,940	2,720	2,675	2,690	2,541	2,400	2,600
Ad investment	$ 2,933,733	$ 3,335,232	$ 2,530,082	$ 2,240,051	$ 1,548,486	$ 1,632,610	$ 631,093	$ 864,375	$ 647,954
Ad cost per bbl.	96¢	$1.19	86¢	82¢	57.8¢	60.7¢	25¢	36¢	25¢
Ad cost per case	6.8¢	8.5¢	6.1¢	5.8¢	4.2¢	4.4¢	1.8¢	2.6¢	2.6¢
LIEBMANN BREWERIES									
1,000 bbls. sold	2,929	2,847	††2,900	2,882	3,162	3,410	3,085	2,875	2,800
Ad investment	$ 3,983,679	$ 4,552,063	$ 4,753,115	$ 4,172,138	$ 3,706,080	$ 4,144,370	$ 2,212,971	$ 2,212,823	$ 1,809,258
Ad cost per bbl.	$1.36	$1.59	$1.63	$1.45	$1.17	$1.21	72¢	77¢	65¢
Ad cost per case	9.7¢	11.3¢	11.6¢	10.4¢	8.0¢	8.8¢	5.2¢	5.6¢	4.7¢
MILLER BREWING CO.									
1,000 bbls. sold	2,359	2,220	††2,221	2,246	2,191	2,096	2,138	3,043	2,612
Ad investment	$ 3,114,585	$ 3,219,304	$ 3,200,547	$ 3,683,764	$ 1,683,523	$ 3,430,691	$ 1,327,696	$ 1,227,687	$ 1,035,675
Ad cost per bbl.	$1.32	$1.45	$1.44	$1.64	76.8¢	$1.64	62¢	40¢	40¢
Ad cost per case	9.4¢	10.3¢	10.2¢	11.7¢	5.6¢	6.1¢	4.5¢	2.9¢	2.9¢
LUCKY LAGER BREWING CO.									
1,000 bbls. sold	2,178	2,265	††2,024	1,960	1,824	1,775	1,740	1,475	1,242
Ad investment	$ 2,242,800	$ 1,992,381	$ 2,058,622	$ 1,780,654	$ 1,223,857	$ 1,252,698	$ 223,651	$ 116,728	$ 101,475
Ad cost per bbl.	$1.02	88¢	$1.01	91¢	67¢	70.6¢	13¢	8¢	8¢
Ad cost per case	7.2¢	6.2¢	7.2¢	6.5¢	4.8¢	5¢	0.9¢	0.6¢	0.6¢
STROH BREWING CO.									
1,000 bbls. sold	2,111	1,925	2,584	2,709	2,153	1,450	1,135	822	636
Ad investment	$ 1,858,005	$ 1,984,471	$ 2,042,310	$ 1,833,535	$ 1,202,534	$ 891,231	$ 395,994	$ 255,005	$ 140,838
Ad cost per bbl.	88¢	$1.03	79¢	68¢	55.8¢	61.5¢	35¢	31¢	22¢
Ad cost per case	6.2¢	7.3¢	5.6¢	4.8¢	4.0¢	4.5¢	2.5¢	2.2¢	1.6¢
†C. SCHMIDT & SONS									
1,000 bbls. sold	1,732	1,661	1,757	1,850	1,917	1,516	1,374	1,213	1,116
Ad investment	$ 1,489,252	$ 1,000,203	$ 917,821	$ 757,287	$ 548,653	$ 421,880	$ 286,851	$ 202,389	$ 209,554
Ad cost per bbl.	85¢	60¢	52¢	41¢	28.6¢	27.8¢	21¢	17¢	19¢
Ad cost per case	6¢	4.2¢	3.7¢	3¢	2¢	2.0¢	1.5¢	1.2¢	1.4¢
ADOLPH COORS CO.									
1,000 bbls. sold	1,649	1,400	1,147	1,090	1,042	———	———	———	———
Ad investment	$ 142,095	$ 156,332	$ 110,765	$ 69,058	$ 32,238	———	———	———	———
Ad cost per bbl.	8¢	11¢	10¢	6.3¢	3¢	———	———	———	———
Ad cost per case	**	**	0.7¢	0.4¢	0.2¢	———	———	———	———
DREWERY'S LTD.									
1,000 bbls. sold	1,629	1,527	1,369	1,432	1,425	1,372	1,420	1,222	772
Ad investment	$ 904,749	$ 957,458	$ 1,023,526	$ 1,143,670	$ 543,119	$ 477,779	$ 204,998	$ 91,951	$ 274,954
Ad cost per bbl.	55¢	62¢	75¢	79¢	38.1¢	34.8¢	14¢	8¢	36¢
Ad cost per case	3.9¢	4.4¢	5.4¢	5.6¢	2.8¢	2.5¢	1¢	0.6¢	2.6¢
PIEL BROS.									
1,000 bbls. sold	1,511	1,420	*1,435	*1,350	1,365	1,395	1,375	1,200	1,090
Ad investment	$ 1,575,181	$ 1,908,295	$ 1,694,514	$ 1,665,216	$ 404,867	$ 698,192	$ 193,564	$ 269,014	$ 633,860
Ad cost per bbl.	$1.04	$1.34	$1.18	$1.23	29.6¢	50¢	14¢	22¢	58¢
Ad cost per case	7.4¢	9.5¢	8.4¢	8.8¢	2.1¢	3.6¢	1¢	1.6¢	4.2¢
JACOB RUPPERT									
1,000 bbls. sold	1,430	1,450	1,490	1,539	1,638	1,769	2,005	1,800	1,517
Ad investment	$ 2,650,806	$ 1,653,014	$ 873,055	$ 1,098,454	$ 925,627	$ 710,335	$ 436,038	$ 465,587	$ 366,195
Ad cost per bbl.	$1.85	$1.14	59¢	71¢	56.5¢	40.1¢	22¢	26¢	24¢
Ad cost per case	13.2¢	8.1¢	4.2¢	5¢	4.1¢	2.9¢	1.6¢	1.9¢	1.7¢



It's traditional in the theater. When the houselights come up, the audience disappears into the lobby . . . to the sidewalk . . . to the rest rooms. Fine for the theater. Murder for television.

For on TV, the intermission is the thing. It pays the freight. The most you can ask of the show is that it fill the house with the people you want. It's up to the commercial to hold the audience in their seats . . . and sell them . . . for three minutes of intermission.

Obvious? Sure!

Overlooked? Often! . . . Which is one thing we try always to avoid at N. W. Ayer & Son. . . . **The commercial is the payoff.**

N. W. AYER & SON, INC.

Per-Case Costs of Beer and Ale Advertising

(Continued from Page 106)

OLYMPIA BREWING CO.									
1,000 bbls. sold	1,415	1,249	1,104	1,016	865	815			
Ad investment	$ 1,559,587	$ 520,188	$ 1,298,181	$ 1,086,962					
Ad cost per bbl.	$1.10	41¢	$1.18	$1.06					
Ad cost per case	7.8¢	2.9¢	8.4¢	7.5¢					
NATIONAL BREWING CO.									
1,000 bbls. sold	1,342	1,294	1,301	*1,115	1,286				
Ad investment	$ 1,840,952	$ 1,876,208	$ 1,353,155	$ 1,221,254	$ 211,987				
Ad cost per bbl.	$1.37	$1.45	$1.04	$1.10	16.4¢				
Ad cost per case	9.7¢	10.3¢	7.4¢	7.9¢	1.2¢				
DUQUESNE BREWING CO.									
1,000 bbls. sold	1,098	1,032	1,062	1,046	988	904			
Ad investment	$ 1,115,103	$ 1,268,579	$ 1,222,623	$ 1,148,505					
Ad cost per bbl.	$1.01	$1.22	$1.15	$1.09					
Ad cost per case	7.2¢	8.7¢	8.2¢	7.7¢					

*Estimated. **Advertising cost per case a fraction of 1¢. ††Revised. †Figures include expenditure for both beer & ale. §The 1959 ad expenditure and sales figure listed for Pabst also includes amounts for Blatz, which Pabst bought in 1958. Previous AA studies have listed these two brewers individually, but since purchase of Blatz, Pabst management has not disclosed individual sales figures for the two brands. 1959 ad expenditure for Blatz was $1,601,155.

Two Join Videotape

Philip McEneny, previously a unit manager for network shows and commercials with NBC, has been named a sales account executive for Videotape Productions, New York. Videotape also has named William J. McCauley, formerly a salesman-producer and special projects coordinator for NBC TeleSales, tape and industrial show division of NBC, a sales account executive.

LETTERS with that FOLKSY Touch

Homey, human down-to-earth letters talk the readers' language, and SELL! One series 30 years old. Write for circular.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

ORC Reports Record Sales; Promotes Four Staffers

Opinion Research Corp., Princeton, N.J., had record sales of $1,801,000 in its 1960 fiscal year. Reporting these results, Joseph C. Bevis, chairman of the board, said volume was up 6.4% over 1959.

ORC also has appointed Reuben Cohen, chief statistician, a vp and promoted three survey directors—Robert D. Best, Dexter Neadle and Henry W. Wolpert—to research directors.

WELCOME—*Norman H. Strouse (left), president of J. Walter Thompson Co., is welcomed by Robert E. MacNeal, president of Curtis Publishing Co., at an open house for ad executives held to mark the opening of the New York executive office of the Curtis advertising department at 380 Madison Ave.*

...habit forming

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.

430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

The Rich Are Not Always Snobbish

Look at the folks in the growing Greenville-Washington Market. In a state where the industrial payroll has increased over $400,000,000 in the past five years, they still enjoy simple pleasures—like watching TV. WNCT and WITN dominate this prospering group as well as the entire market. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"

Well over 1,000,000 Population — Set Count 200,000

Sales Rise, but Number of Retailers Dips 4%, Study Shows

NEW YORK, Oct. 4—Although there are 1,700,730 retail outlets of all kinds in the U.S. today, this number represents a 4% decrease from ten years ago, according to the seventh national sample census of retail distribution conducted by Audits & Surveys Co.

Food stores, which constitute the largest single retail category, declined in number from 504,439 to 332,490—a drop of about 34%, the study disclosed. The study is based on a scientifically selected probability sample of 31,555 retail and service establishments, from local newsstands to large department stores.

Solomon Dutka, president of Audits & Surveys, pointed out that the decline in retail outlets over the past ten years has occurred in the face of a 20% increase in both retail sales volume and total population.

■ Eating and drinking establishments—the nation's second largest retail group—registered a 9% decrease, from 346,667 to 317,160, over the past decade. On the other hand, gasoline service stations—the third largest retail group—experienced a 5% increase in number, jumping from 188,253 in 1950 to 197,610 this year.

Drug outlets also showed a 5% increase—rising from 55,796 to 58,500 over the last ten years. Cigar stores and stands, on the other hand, totaled only 5,910—a 59% slump. #

Brewers' '59 Ad Cost Drops to $1.08 per Bbl.

(Continued from Page 106)

which brewers spend on radio as well as point of purchase materials, direct mail, dealer helps, etc., for which figures are not available.

Nor are the figures given in the accompanying chart strictly comparable since network radio has not been measured since the first seven months of 1955. Spot tv has been measured only since the fourth quarter of 1955, and outdoor figures have been available only since 1954.

The accompanying table shows brewers listed in order of their sales rank for 1959. For each, an advertising expenditure and per-barrel and per-case ad figure is also given. For the purpose of this study, AA has taken 14 cases per barrel as the standard, though actually not all the barrelage was sold in cases. #

SAN DIEGO CALIFORNIA BUYS MORE!

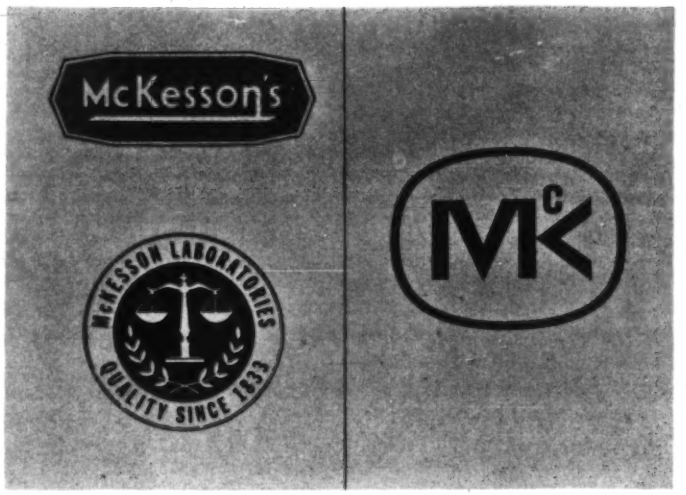
General Mills, Hormel Set Joint Promotion

General Mills and Geo. A. Hormel & Co. will collaborate in a football season tie-in campaign to promote Betty Crocker refrigerated pizza and Spam. Consumers will receive a full price refund on a can of Spam by mailing in labels from Spam and specially-flagged packages of the pizza—or about 49¢ back on an 88¢ purchase. Theme of the promotion is, "You buy the pizza—We'll buy the Spam."

The promotion will be advertised with one-third page ads in the Sunday comics sections of newspapers throughout the U. S. Batten, Barton, Durstine & Osborn is Hormel's agency; Knox Reeves handles General Mills.

Van Brunt Adds Travel Tour

Bachelor Party Tours, New York, has appointed Van Brunt & Co., New York, to handle advertising, effective Oct. 1. The previous agency of record is Fladell/Harris Co.



REDESIGNED LOGO—*McKesson Laboratories, New York, is switching from its 24-year-old trademark (left) to a simplified symbol designed in b&w and ochre. It will be incorporated into package design for the entire proprietary line. Lippincott & Margulies did the redesigning.*

Color Swatch Book Out

Color Swatch Inc., 80 Evergreen Ave., Newark, has published a printing ink color swatch book containing 500 pages of printing ink colors. It includes over 24,000 perforated color swatches for easy removal to facilitate exact color matching for printers and others in the graphic arts field. It is available for $47.50 from the company.

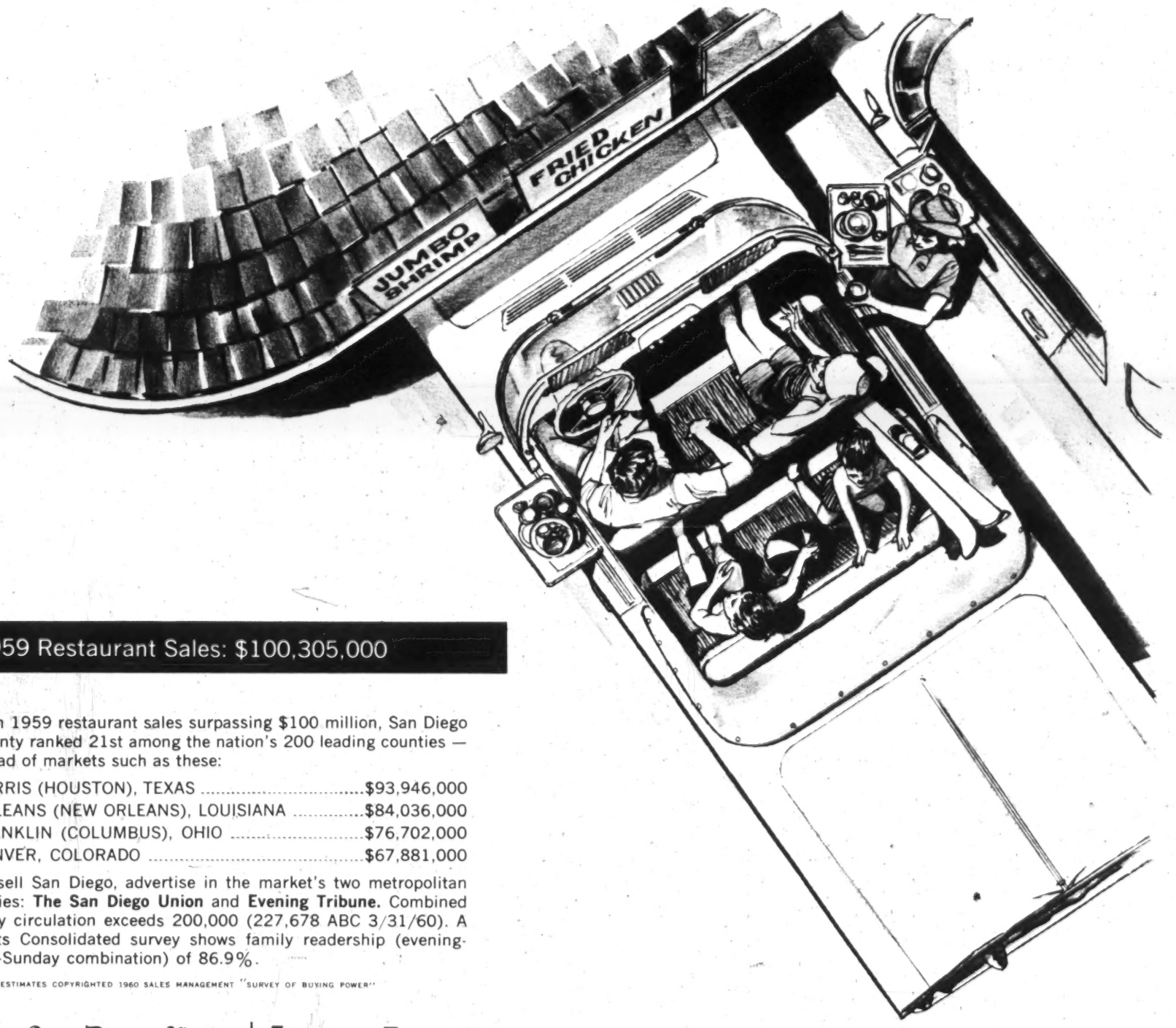
Adams & Keyes Adds Angier

Duncan John Angier, with Cockfield, Brown & Co., Montreal, for the past five years, has joined the copy staff of Adams & Keyes, New York.

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE. PITTSBURGH 22, PENNSYLVANIA



1959 Restaurant Sales: $100,305,000

With 1959 restaurant sales surpassing $100 million, San Diego County ranked 21st among the nation's 200 leading counties — ahead of markets such as these:

HARRIS (HOUSTON), TEXAS	$93,946,000
ORLEANS (NEW ORLEANS), LOUISIANA	$84,036,000
FRANKLIN (COLUMBUS), OHIO	$76,702,000
DENVER, COLORADO	$67,881,000

To sell San Diego, advertise in the market's two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership (evening-and-Sunday combination) of 86.9%.

SALES ESTIMATES COPYRIGHTED 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Technological Change, Proprietor's Mishap Combined to Stop Once-Lively Stopette Cold

CHICAGO, Oct. 4—The story of Stopette spray deodorant is the story of the phenomenal rise of a product to the No. 1 sales and advertising position in its field—and its subsequent fall into relative obscurity.

Stopette spray deodorant, which during its peak years had sales of about $5,500,000 and an advertising budget of nearly $2,000,000, has not been advertised in two years by Helene Curtis Industries. Sales of the once lively spray deodorant currently are described as "slow."

The story begins in the spring of 1948, when Stopette was first brought on the market by Jules Montenier Inc., a small Chicago cosmetics company headed by Dr. Jules Montenier, a Swiss chemist. Marketed in a plastic squeeze bottle, Stopette was the first spray deodorant to be introduced in the U.S. The only deodorants sold at that time were cream deodorants.

FIRST AD—*This smallspace ad, which ran in the April 24, 1948 issue of The New Yorker, is one of the first ads ever run for Stopette spray deodorant.*

■ Marketing and advertising strategy for the new product was developed by Dr. Montenier and Earle Ludgin, then president (now chairman) of Earle Ludgin & Co., Chicago agency. At first, the men felt that Stopette was a product for wealthier consumers. It was sold at first only in department stores. During 1948, Stopette was advertised with small-space ads in such magazines as *Cosmopolitan*, *The New Yorker* and *Redbook*. The ad budget the first year amounted to about $300,000.

Stopette was an immediate success. Sales were so good from the start that in 1949 Messrs. Montenier and Ludgin reversed their marketing plans and decided to advertise the product in mass media. Such magazines as *Ladies' Home Journal*, *McCall's* and *The Saturday Evening Post* were added to the schedule.

In addition, spot commercials were scheduled during 1949 on a New York television station—a radical move in those days. Ludgin sources say Stopette was the first deodorant ever to be advertised on tv.

■ "We discovered the tremendous selling power of tv during the spot campaign," a Ludgin source told ADVERTISING AGE, "even though we were not allowed to show the product being applied. Free samples were offered in the spots, and nearly 10,000 requests were received."

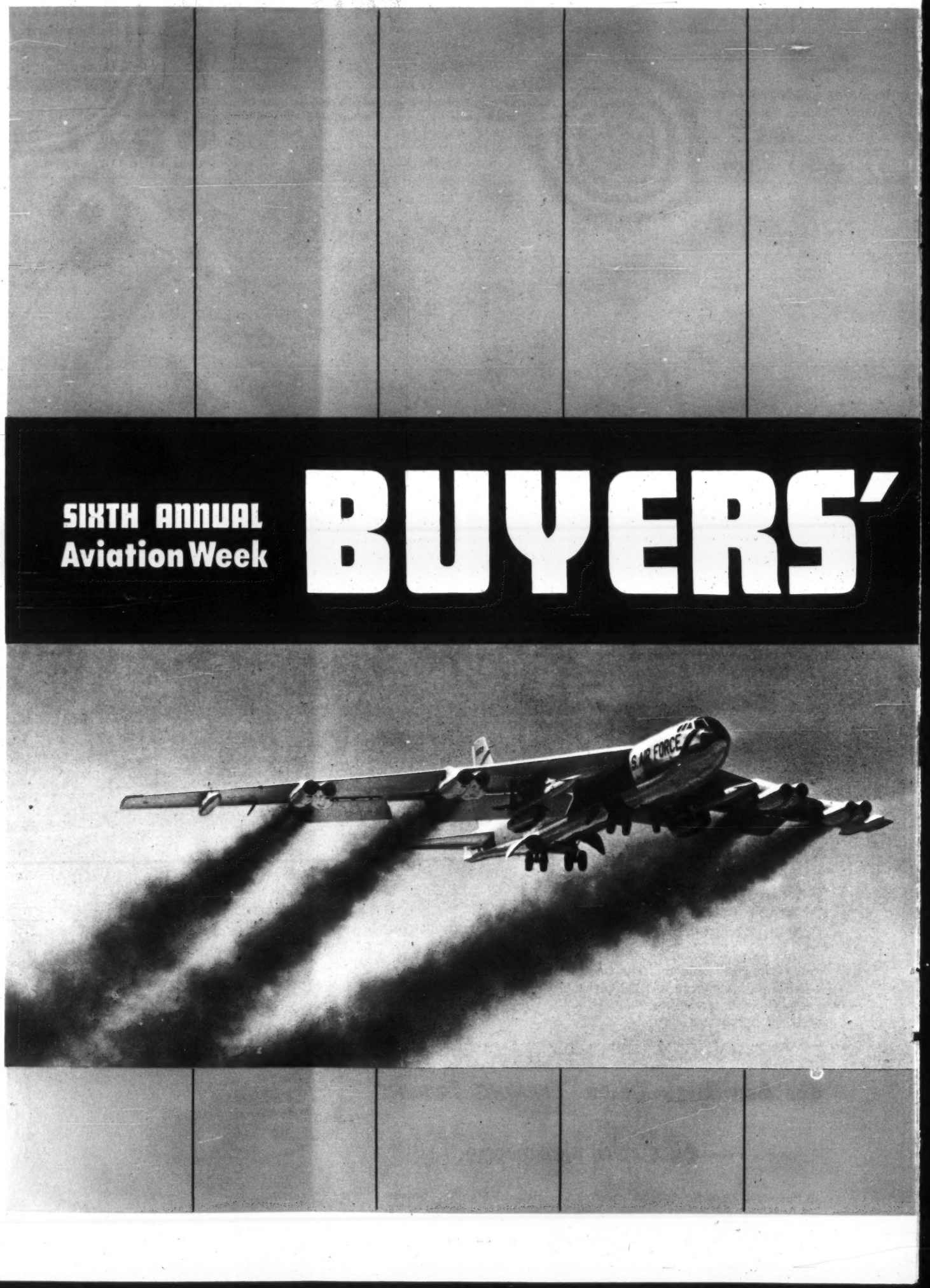
Distribution of Stopette was expanded to selected drug stores. Then in the fall of 1949, the Jules Montenier company became the first sponsor of "What's My Line," a then-new panel quiz show which had started earlier that year on CBS.

As luck would have it, "What's My Line" became a smashing success. Stopette sales boomed, and distribution was expanded to all retail outlets. The Montenier company sponsored the show every year until 1956, when the company was sold to Helene Curtis Industries. Other media—magazines, supplements and newspapers—were used, but the tv show was the primary vehicle.

The peak sales year for Stopette was 1953, when sales hit some

Unusual Offering
FILM or PHOTO STUDIO SPACE
For Rent
Near North Side
56 E. Superior St.
8,325 Sq. Ft.
- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Call Mr. Krueger
BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373



$5,500,000. The product's ad budget that year also hit a record high—nearly $2,000,000.

■ Since 1953, Stopette's sales and advertising expenditures have declined steadily. Several factors were responsible for Stopette's slump, the most important of which was the introduction of cream stick and roll-on deodorants in about 1955.

The new roll-on deodorants took the market by storm, just as Stopette had done some six or seven years before. Giant companies such as Bristol-Myers introduced products like Ban and launched huge advertising campaigns to sell their products.

Although Montenier scored excellent sales with Stopette, the company was small compared to many of its competitors and had limited advertising funds. Other products brought out by Montenier did not meet with the sales successes of Stopette. The costs of sponsoring "What's My Line" soared, and other selling costs shot up.

■ Personal troubles beset the Montenier company. In 1955, Dr. Montenier was seriously injured in an automobile crash, in which his wife was killed. Leonard Lavin, sales manager of the company, resigned to start his own company. After long months of convalescence, Dr. Montenier sold his company to Helene Curtis in April, 1956.

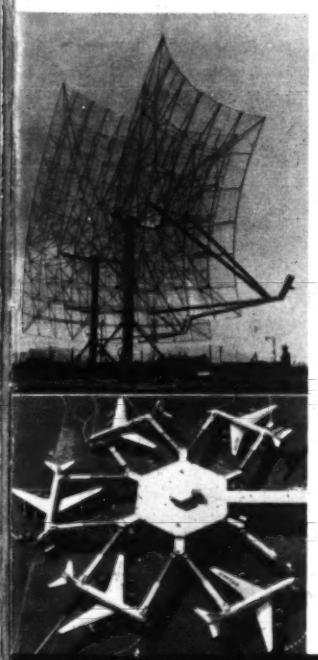
Helene Curtis continued to sponsor "What's My Line" until 1958, but cut back on Stopette advertising almost immediately after buying out Montenier. In 1957, advertising for Stopette was shifted from Ludgin to Edward H. Weiss & Co., the current agency. At that time, the once leading deodorant had tumbled to eighth or ninth place among deodorants, ranking far behind such products as Arrid, Mum, Ban, Trig and others. (The Weiss agency also handles a number of more active Helene Curtis products, among which are Enden, King's Men, Tempo and GayTop.)

■ Although Stopette is still carried by Helene Curtis salesmen and the product is still stocked in many drug and department stores, sales today are slow and spotty throughout the U.S. All advertising for Stopette was dropped about two years ago.

"Its silly to spend money promoting a product that will not give you a maximum profit return," a Helene Curtis executive told AA. He added, however, that his company has no plans to stop marketing the product. #

Craig Joins Falk Personnel

William H. Craig, formerly manager of employment for NBC, has joined the Katherine S. Falk Personnel Placement, New York, as a personnel consultant specializing in advertising, marketing and public relations jobs.



THE ONLY COMPLETE BUYERS' GUIDE SERVING
THE ENTIRE AEROSPACE INDUSTRY

THE STANDARD PURCHASING REFERENCE
OF THE AEROSPACE MARKET

MAJOR PRODUCT CATEGORIES INCLUDE:
AIRCRAFT • AVIONICS
SPACE VEHICLES & MISSILES
SUPPORT EQUIPMENT & ACTIVITIES
AIRPORT & AIRLINE EQUIPMENT

GUIDE ISSUE

AVIATION WEEK's Annual Buyers' Guide is one source for buying information in all segments of the dynamic aerospace industry. It's on the engineer's desk...at his fingertips...readily accessible...with needed information.

The new 1961, 6th Annual edition, now in preparation, is more complete and essential than ever before, containing expanded listings on new products and companies in new areas of the total market.

It will contain over 50,000 manufacturers' product listings in 1,800 product categories. In addition to being quick and easy to use, the BUYERS' GUIDE includes complete listings of government procurement agencies telling: Where to go; Who to see; What they buy.

BUYERS' GUIDE usage was demonstrated in a survey conducted eight months after publication of the 1958 edition.

71% of respondents still had their copy
60% of this group referred to it at least once a month

This means your advertising is available to the purchaser or specifier at the moment buying information is needed. Its constant reference value and year long life offers multiple exposure of your advertising.

Advertisers' product listings are bold faced and include a reference to the page number of their advertising. In addition to an alphabetical advertisers' index, there is a "product" advertisers' index. To supply you with key industry sales leads the BUYERS' GUIDE contains Reader Service cards.

If you sell to the aerospace industry, your advertising message belongs in the BUYERS' GUIDE—as well as your company's product listings.

PUBLISHING DATE: Mid-December

CLOSING DATE: November 15, 1960

ABC PAID CIRCULATION 78,983

A McGraw-Hill Publication
330 West 42nd Street, New York 36, N. Y.

Aviation Week and Space Technology

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno... astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta... and the list of available markets shrinks every day!

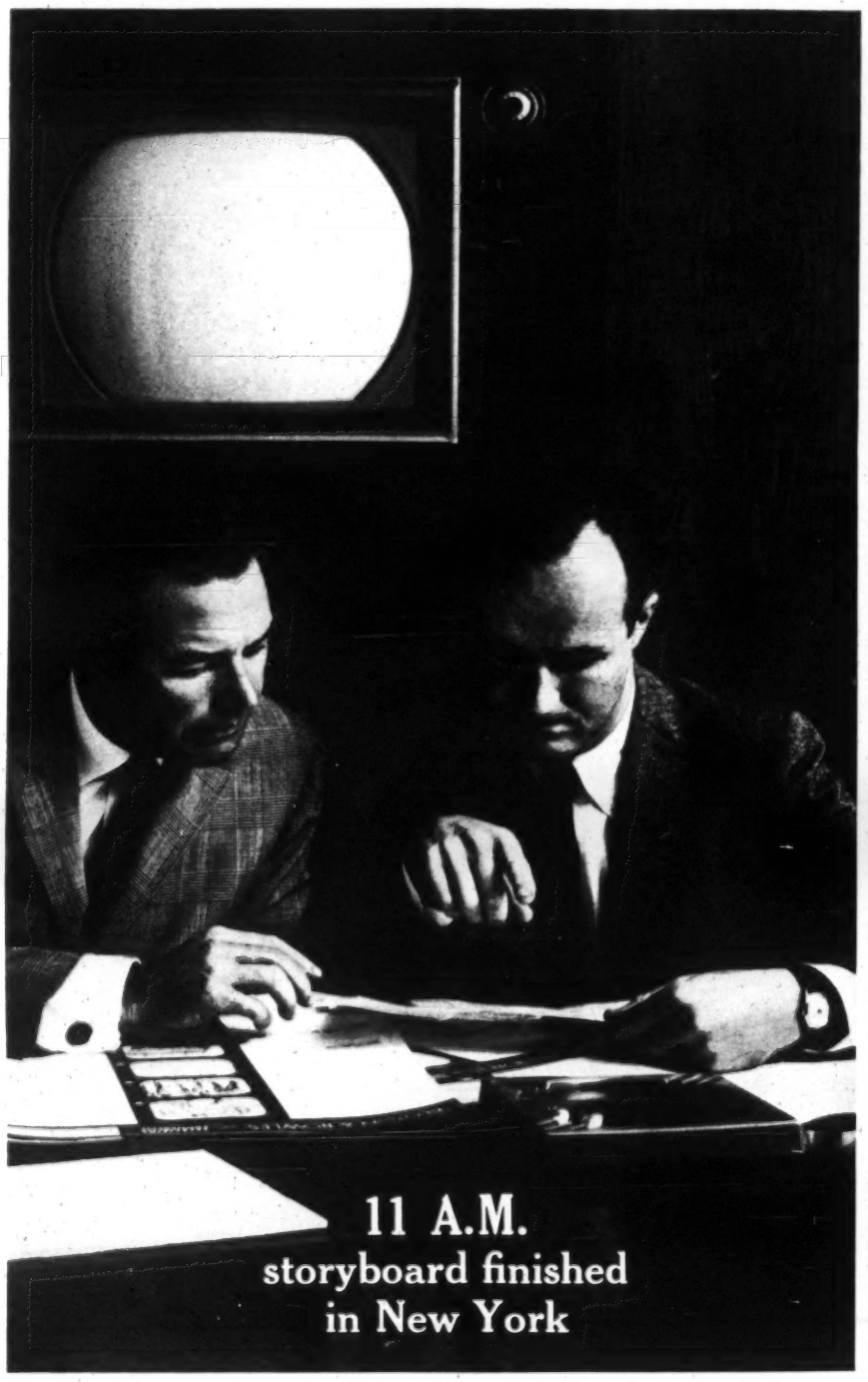
Wire today to secure the "best" series—BEST OF THE POST—for your market!

ITC INDEPENDENT TELEVISION CORPORATION

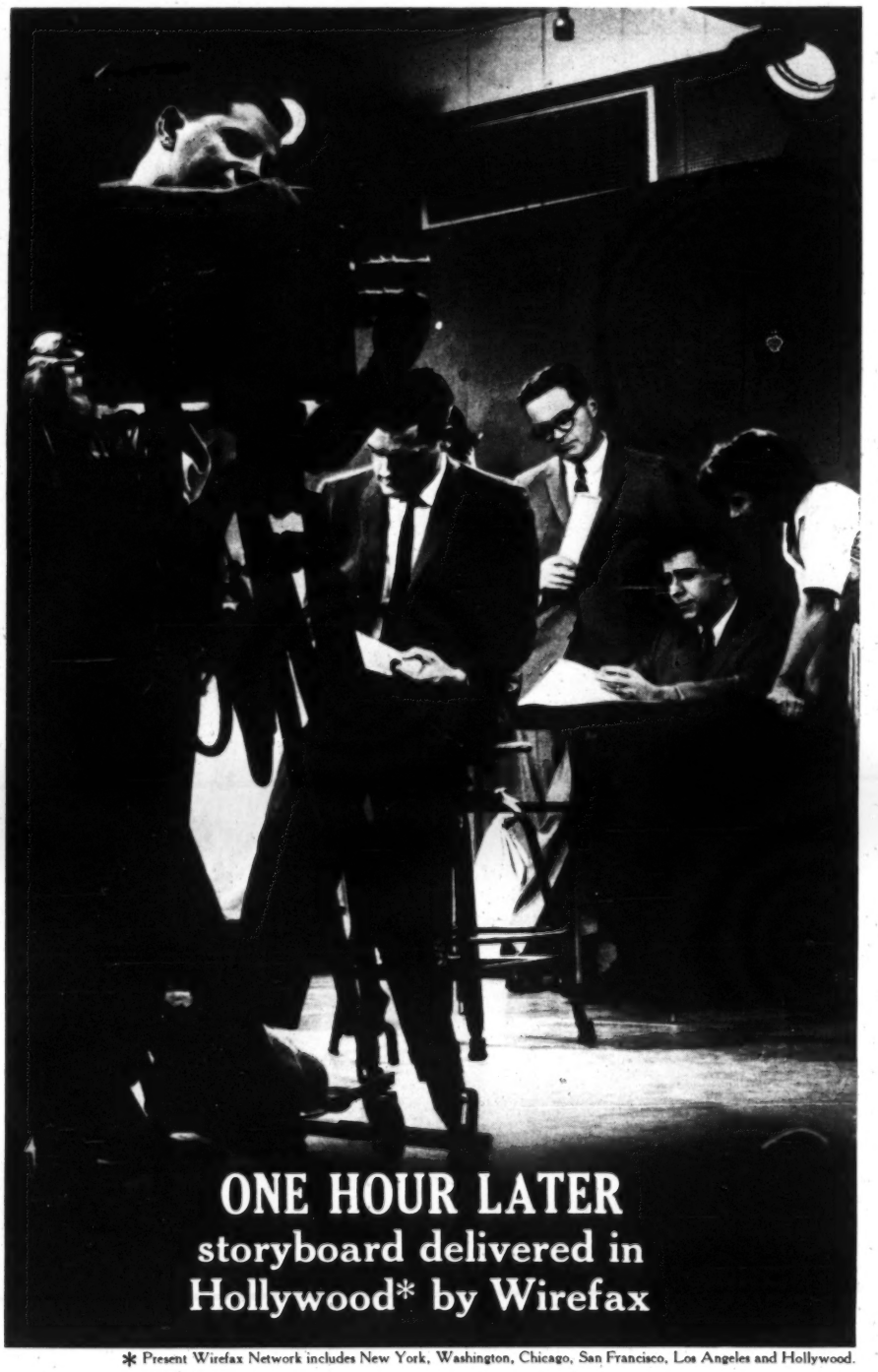
488 Madison Avenue • N. Y. 22 • PL 5-2100

Newest, fastest way to send anything written, printed or drawn:

WESTERN UNION WIREFAX



11 A.M.
storyboard finished in New York



ONE HOUR LATER
storyboard delivered in Hollywood* by Wirefax

* Present Wirefax Network includes New York, Washington, Chicago, San Francisco, Los Angeles and Hollywood.

No chance of error with Wirefax—the Western Union public facsimile system that speeds your material . . . reproduces it in exact, error-proof facsimile form. Now you can send storyboards, letters, TV scripts, etc., coast to coast and have them received instantly and exactly.

So simple, too. Size of copy is no problem . . . even for double-page spreads. All you have to do is divide your material into 7½" x 9½" units. Just put name and address at top of storyboard (or other material) and deliver it to the Western Union Wirefax Center nearest you. Or if you prefer, a Western Union messenger will pick up your material for a nominal charge.

What does Wirefax cost? Rates are based on the physical length of copy and the distance transmitted. Example: a 7½" x 4" document between New York and Hollywood costs $4.00 plus 65 cents for each additional inch, plus Federal Tax. Pack your page with words, figures, drawings, numbers. (You can get 600 typewritten words on a single sheet of paper.)

Where to call for service or information: In New York: WOrth 2-7300, Ext. 452 or 705—in Washington: NAtional 8-7100, Ext. 275—in Chicago: WAbash 2-4321, Ext. 441 or 442—in San Francisco: SUtter 1-4321, Ext. 309—in Los Angeles (including Beverly Hills and Hollywood): MAdison 7-4321, Ext. 333.

Advertising Age

Feature Section

C. M. Cites a Good Example

Tyler Spots the Creative Urge

Importance of Shopping Center Staff

Picking an Advertising Agency

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

The Creative Mind at Work: Fascinating Fundamentals . . .

How to Get Profitable Ideas: An Extraordinary Guide to Creative Thinking

One of the most exciting presentations at the third annual Summer Workshop on Creativity in Advertising sponsored by Advertising Age was made by John D. Yeck of Yeck and Yeck, Dayton, O., advertising agency and sales counsel. Mr. Yeck discussed the techniques of developing profitable ideas—not just any ideas, but profitable ones—in a notable talk which is given in its essence here. Unfortunately, the substantial audience participation which he developed at the Workshop cannot be duplicated on paper: but readers, even if already familiar with the mental disciplines involved in creative thinking, will find Mr. Yeck's recapitulation of the problems and techniques fascinating and rewarding.

By John D. Yeck
Yeck and Yeck, Dayton, O.

Mark Twain once said that the difference between the right word and the almost right word was the difference between lightning and the lightning bug, so I want to call careful attention to my subject at this workshop. It's *not* just "Creative Thinking" or "How to Get Ideas," but "How to Get *Profitable* Ideas"—and that one word, "Profitable," makes a lot of difference. It's restrictive.

A *creative* idea, they say, is any thought that's *new* to the thinker or the situation—a reorganized thought—a new relationship of old elements.

A *profitable* idea is all of that, and more. A profitable idea is "on purpose." And it's *successful. It gets you what you wanted when you started thinking.*

You have a problem. You can't solve it. You get a new idea. It really works. *That's* a profitable idea.

You see, this is a far cry from the typical employment interview. "I want to get into advertising." "Why?" "Because I'm always getting ideas."

▪ Interestingly enough, there's a pattern that's found again and again in the development of profitable ideas. Perhaps a little study of that pattern will give some of us some new ideas-about-ideas and it certainly may help some of the people working for you who are not making the most of their creativity.

For certain steps occur in the production of profitable ideas often enough to be worth checking when you're having trouble with a problem.

Determination Is Essential

The first step may be the most important of all:

Determine that you *will* get ideas—or solve a specific problem.

This may seem a little simple. Yet this determination, or motivation, or *drive* to solve problems is a major key to problem-solving. For two reasons:

• First: At the heart of all creative work (all new ideas) is a mental "jump in the dark" to a conclusion or concept we've never known before. The timid are afraid of the dark because it's unknown. They lack courage, even to think new thoughts. "Courage has genius in it," said Goethe. "Only engage, and then the mind grows heated. *Begin it*, and the work will be completed."

Well, among the better problem-solvers, from Aristotle to Charles Kettering, we find men who *liked* to solve problems, any problem. Maybe they were born mentally pre-stressed and the tension of a problem brought them back to neutral, I don't know.

• Skill or experience sometimes takes the place of determination. For example, let me ask you, "How many of you can identify ten birds?" How many can? Well, if you're a bird watcher or earned a Boy Scout merit badge for birds, you probably were in that group. How many can't identify ten birds?

Well, chicken, parrot, owl, swan, robin, duck, stork, eagle, turkey, woodpecker, sparrow, hummingbird, buzzard . . . I mean, are you sure you couldn't if you really tackled the problem with determination?

So the first step in our pattern is determination. This may come naturally, through the enjoyment of problem-solving regardless of reward, or it may come out of the will. "I'm going to solve this problem."

All right, we're determined. What next?

Four Elements to Conquer in Creative Thinking

Well, when we check with the students of thinking through the ages, and translate all their 75¢ words into ordinary language, we find four quarterpoles, just like a race track, all equally important.

One of them—the second—has been getting all the attention by "creative thinkers" lately, but while indispensable, it isn't the whole story.

▪ Here they are: This is what you do to get profitable ideas.

1. **Know your problem.**
2. **Have a hunch.**
3. **Smooth it out.**
4. **Put it in practice.**

You can call these steps Analysis, Hypothesis, Amelioration, and Action (performance) if you wish, or anything else. They're all the same. At the moment, I prefer to call them Know-problem; Have-hunch; Make-work; Put in Practice. . . We don't invent the system, you understand; we just name it and names don't change it any. As someone once said, you don't have to be a bio-chemist to have Ex-Lax work on you, and you don't have to *consciously* follow this pattern to solve problems, but it's smart to understand these natural patterns and guide ourselves through them whenever we can.

▪ By the way, you've heard so much about "judgment" in creative thinking—mostly in a grudging way, as though good judgment were something like the hives, to be avoided at all costs—that you may wonder why I haven't mentioned judgment in these four steps. Well, it's because I believe that you must use judgment all the way through if you want to be a profitable idea-getter, just to hold your mind in reasonable check.

A Featured Presentation
From the Third Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

In any event, let's look at the four steps, one at a time.

▪ **First: Know your problem.**

Don't shrug this off. You may spend most of your problem-solving time here. For, in order to solve your problem satisfactorily, you must know *exactly* what it is. You've heard, "A good statement of the problem is half the answer." It's at least that.

In "knowing" your problem, you'll usually cover three broad areas.

• 1. Isolate and state the *heart* of your problem clearly and precisely. Many people have most of their "thinking" difficulties right here. They tackle a big, fuzzy, barnacled, motley problem without *really* understanding it. This often happens in advertising. The client says his problem is simple: "How to get more sales." That's *short*, but it's not simple.

That's a huge complex of problems all rolled in one and, unless someone cuts through to the heart of it, client, account executive and copywriter will each tackle different sub-problems.

▪ Charles Kettering's method of "finding the heart" was division. He broke each problem down into the smallest possible sub-problems. Then his "inventing" teams did research to find out which sub-problems had already been solved. He often found that what looked like a huge problem was 98% solved already.

Sigmund Freud's method was to consider every stated problem a *symptom* and to look for the cause or the heart of the problem elsewhere. He overdid it, but it's often the case. I went to a doctor one summer for a persistent pain in my groin. He didn't say, "Unbuckle your belt." He said, "Take off your shoe" . . . and went to the heart of the problem; an unnoticed infection in my foot. The point is: get the real problem before you go any farther.

• 2. Now some folks think they've stated their problem when they've clearly described the mess they're in. But for profitable ideas we also need a specific, desired, useful goal.

Obviously, this helps us recognize a good idea when we see it. But it does something far more valuable; it gives our subconscious a "steer" or "set" or "compass direction."

With a good "goal set" (or "clear objective") the thinker intrudes constant subconscious (or conscious) steering judgments, even in the production of so-called "wild" ideas.

Here's where a lot of advertising men and sales managers go wrong. Without a specific goal as part of their problem, they accept, as a great creative idea, anything that is sufficiently new and different to get attention.

• 3. Next *learn more about the problem area*. This is the second danger point on the path toward profitable ideas. You jump from the statement of a problem right to an answer. Once in a while, of course, that can happen. Not often.

So go after more facts. Talk to people. No. *Listen* to people. Ask questions, questions, questions—and spend most of your time listening.

In major problems, this often seems to

make things worse. The more you learn, the more muddled you get. Keep plugging. The forest is darkest when you're halfway through.

Danger! Don't keep this up forever. Be practical. *Most* people suffer from not enough fact-facting, but some overdo it.

After you've collected facts, sit down and *organize* them; the *pattern* of your information may be as important as the individual facts.

By this time, you've done a lot of work. Sometimes this makes the answer obvious, but the chances are you'll have to move on to that unpopular chore of . . . *Thinking.*

Working at Thinking

There's been so much talk about committees and teams and "group-think" lately that we tend to overlook the fact that it takes only one person to get an idea; that, in fact, the world's best thinking has been done by individuals thinking alone. They didn't make a game of it either. They worked at it.

Thomas J. Watson had that idea when he put that sign "THINK" on every IBM desk. He didn't mean form a committee. He meant think . . . cogitate.

He's not the only one who feels this way about it. Paul Eismann, a Dayton artist, recently bought a German motorcycle. The instructions with it were rather extensive, and included this statement:

■ "On occasion, your motorcycle may fail to start or even stop for no apparent reason. When this occurs, do not vainly continue to crank the starter. Instead, raise the machine on its stand, walk away 10 to 15 paces, sit down, leisurely light a cigaret and THINK. After all there can only be three or four conditions that cause this. Many an excellent cyclist has quite frayed his temper and injured his equipment simply through failing to check his gasoline supply."

Why have we apparently had to shift to group-thinking in America? I don't think the major issue is efficiency—the theory that ten heads together are better than ten heads apart. I think it's because that's the only way we are willing to budget the time. We'll get six people together for 45 minutes, but we shudder when we think of one man spending all afternoon on it.

■ So here's another danger in problem solving: We won't budget the time—time to really *think*. We're under tension; we want action; we want to be *doing*. Next time you face a tough problem, after you've organized your facts, budget one solid, uninterrupted *hour* to think about it. Think about nothing else. Lock the door, close the window, take the telephone off the hook. Think.

You may solve your problem in ten minutes. Fine. Quit. Put the 'phone back on the hook.

■ You may finish the hour without making a dent in the problem. No hunches. This simply means you have a tough problem. You need more time. Budget it. And don't be a bit disturbed if 15 minutes go by and you haven't had the first sensible idea. Relax. A short dry spell will help clear your mind. That's why the motorcycle manufacturer recommends a cigaret. This pressure and tension to produce "something" every minute just throw sand in the motor. You're not after "hunches" now, you're after hunches to help solve a specific problem and you want to let that subconscious "steer" take over.

But let's face it: Putting aside the time, by itself, won't produce ideas. Neither will idle thought. There are some techniques, or system, in this area of producing ideas, that can help you do more in less time.

A System Helps

Through the years, one person after another has tried to work out systems to produce better ideas. Aristotle tried. Alex Osborn tried. I've tried, and I imagine you've tried, too.

There are hundreds of them and, by and large, they all work because *any* is better than none. The average mind is Univac to the millionth power. Someone has said: The mind is like an endless cavern in which we wander with the light of a single candle, searching. Agreed. But it's the fastest moving candle you've ever seen. When our mind is searching for an idea, consciously or subconsciously, it is often combining, testing and discarding at a fantastic rate. But it isn't necessarily efficient. In fact, left alone with a problem, the average mind will keep continually dashing up the same blind alley, testing the same unsatisfactory solution, again and again. The value of systematic thinking in the search for a new idea is that it puts the mental Univac in motion and *guides* it, so that it continually enters new territory.

■ That's why my basic advice is: "Be systematic." Incidentally, you don't have to think up a system of your own. The whole history of creative thinking is filled with men who have been promoting a special system because "it works." This "systematic" approach to creativity has been one of American business' most popular indoor sports during the past dozen or 15 years, particularly in the areas of marketing and product developing. Comptrollers haven't moved into the act yet, although many of the financial boys have been doing a good deal of creative thinking.

You've undoubtedly heard of one or more of these "systems" for getting ideas. They tend to divide themselves in two different ways. The first division is between "lone-think" and "group-think," but the more important division is concerned with the function of the system.

■ What does "be systematic" mean? Basically, it means to follow that old General Motors adage: "Find out what works. Do more of it. Find out what doesn't work. Do less of it."

Well, what is it you *do*, mentally, when you are searching for an idea? Do you know? Have you ever thought about it?

Think about it. What are you doing?

Well, it seems to me that we can say, "You are mentally putting old bits and pieces together to fit a new situation."

For an example, let's reduce our problem to physical terms and two dimensions.

Let's take a square hole and two pegs. One round, one square.

Problem: "Which one fits the hole?"

Of course, a monkey can do that one, but probably not 'til he tries them for size. *We* solve it through *experience*—we hardly classify this as a problem—certainly not a creative problem, though it was for us once upon a time.

■ Naturally, this is a poor expression of the kind of problems grown men really face. Even if they were in two dimensions, they'd be ragged and jagged and often it would take dozens of bits of experience to fit. And those dozens would have to be selected out of a fantastic pile, a lifetime full of experiences.

Actually, many real problems have *scores* of dimensions and terribly "jagged" edges, which we are trying to fit with pieces drawn from this lifetime of experiences.

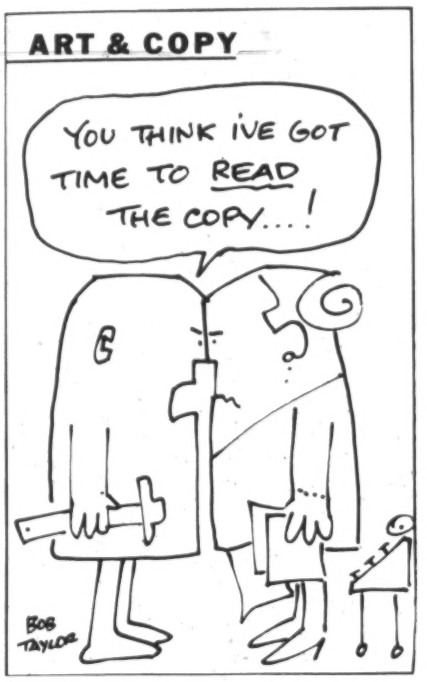
What's more, we seldom fit all the angles of a problem, so we may have a number of "ideas" that appear, at least at first glance, to fit about equally well.

Now that's what we are doing when we are looking for an idea: "Mentally putting old bits and pieces together to fit a new situation."

Is it any wonder that I say: "Find out what works. Do more of it. Be systematic"?

Three Categories of Systems

Now you've undoubtedly heard of one or more "systems" for getting ideas. There are hundreds. By and large, they all work, because any system of thinking is



better than none, but they seem to fall into three main categories:

- 1. "Mental Methods": These are suggested "habits" and techniques of searching for ideas—suggested ways to go about thinking in directions and under conditions where solutions seem to occur more easily.

The first habit to develop after you have learned to budget time is to "get set" to think, physically as well as mentally. Mentally, you may review the problem and put your mind deliberately to work on it, but the time and place and conditions that you choose are important, too.

Some of you work best at night? Others in the morning? Some with a typewriter? A pencil? A ball point pen? You've heard Osborn tell of a friend who got so many ideas while shaving that he switched to an old-fashioned straight razor so it would take longer.

■ The next recommended habit is to *take notes*. It's a good idea to be a "note taker" in general.

But, most important, take notes when you are searching for ideas, so your ideas and partial ideas won't get away. It's murder to get the answer in the middle of the night and then lose it, but it's just as bad to get a partial answer and then forget it before you blunder into the second part. The notes help you make the first mental selections, separating the *possibly useful* bits and pieces of experience from the useless.

Almost as important: In order to write the notes, you must express your idea in words. This helps you think. Clarifies the idea or shows it up as a phony. Either way, it helps.

And *keep* notes—that is, keep them in an organized way, so that one thinking session reinforces the next.

■ Another habit: Work against a deadline. I'll bet you have more than one problem, more than a year old right now, that would have been solved long ago if you'd really set a deadline for solving it. Don't make your deadline too tight, of course. Just "deadly."

Finally, in this particular area, get the habit of using the back burner.

I don't know how to *show* you how your unconscious mind works when you put a problem on the back burner to "cook," but I probably don't have to. Is there any one here who is *not* convinced that problems can be solved by your mind while you're not looking?

■ But don't push your luck too far. Even your mind is limited.

If you want a short-order on the back burner, don't use all your gas for something else. Do things that do *not* require complete attention or concentration. That is, go fishing, listen to music, go to a ball game, watch television. Do things that keep your mental motor running, but keep it in "idle." Don't try to solve two problems at once—one in your conscious and one in your unconscious.

A Variety of Techniques

So much for "habits." There are also some thinking techniques which fit into this first category of mental methods of thinking. When you think, you *direct* your mind. That's sort of the difference between thinking and day-dreaming, and you can choose a number of ways of thinking. Let's look at a few, quickly.

Osborn, in his obsession for great *numbers* of ideas, stresses association of ideas —a sort of "set-your-mind-in-motion-and-let-it-roll" philosophy plus the method of taking existing ideas and converting them. His list of conversions includes: put to other use; adapt; modify; magnify; minify; substitute; rearrange; reverse, and combine. This approach frequently produces profitable ideas.

■ Another popular technique is to "look for the obvious" or simple, rather than difficult, answer. This might be classified as the "Where would I go if I were a mule" technique, or, "If I knew less about this business what would I try?" Dr. Dichter, when he's asked what psychological school he follows (Freud, Adler, Jung, etc.) says, "We try to be ignorant." Robert Updegraff's "Obvious Adams" makes good reading on this point.

Another technique—very useful—is deliberately to set the mind to work scanning your memory for old, related information or experience. This is regulated, directed thought—something like finding a lost golf ball. You go to where you think the ball might be and then scan carefully, back and forth.

If you want to remember a name, you scan the alphabet, searching for the first letter. If you are trying to remember the details of a conversation at lunch last week, or an experience in the 8th grade, you mentally visualize the place.

■ If the alphabet or "place" method won't work, you try any other category which might lead you to a *part* of the memory you're after. The *whole* will snap into place when you've thought of the part. Rudolf Fleisch recommends the "20 question" game. What this amounts to is the elimination of great areas of ideas that you think *won't* work. If you've played "20 questions" you'll know that good players attempt to eliminate half of all remaining possibilities with each question.

Personnel men and media men often solve problems with "knock out" questions, much the same kind of approach.

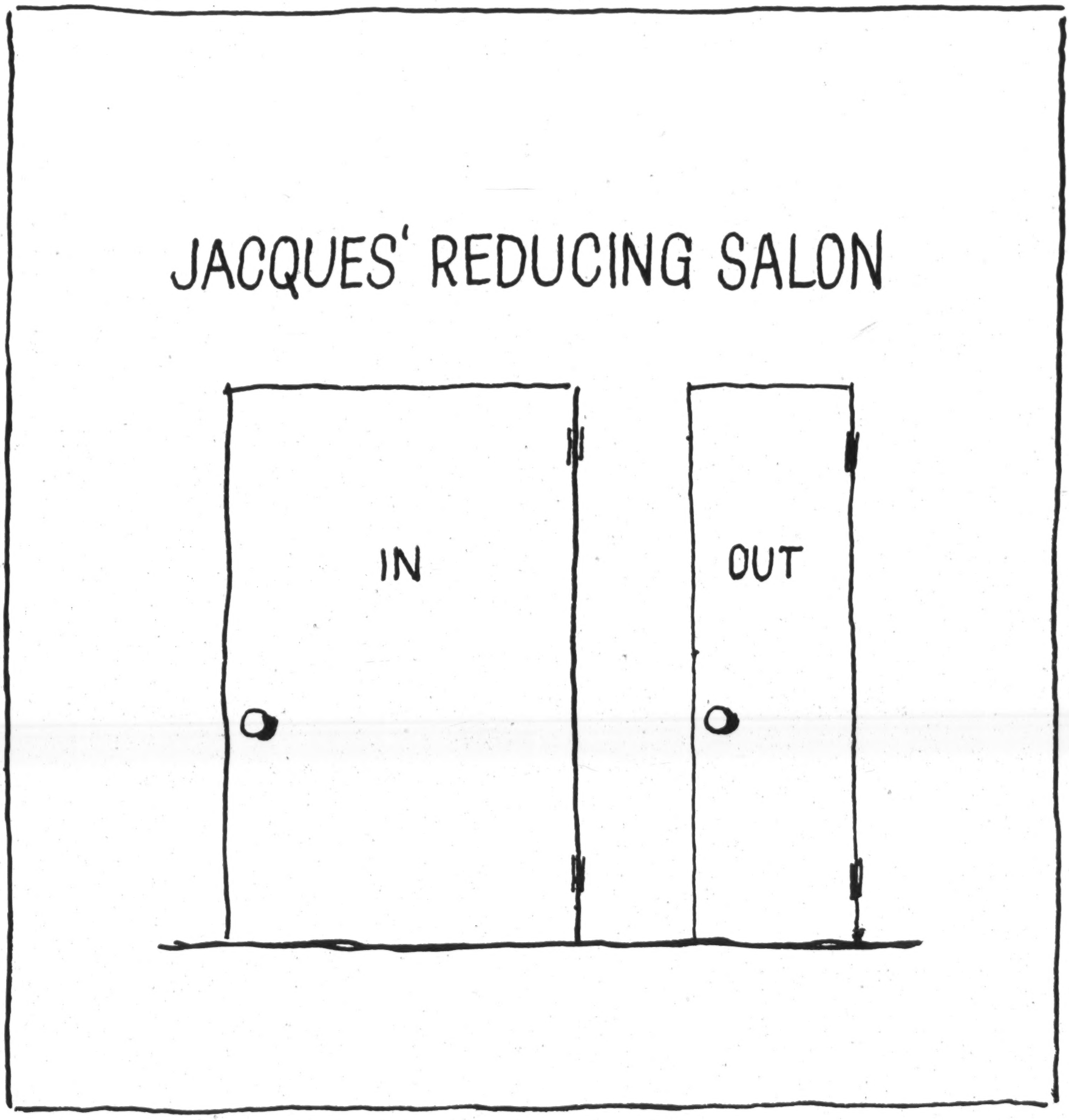
Then there's the kaleidoscope approach, a shake-up of old patterns. Bits and pieces of old or ineffective answers to a problem, rearranged, often make a profitable idea.

■ Another toy or game to remember is the problem maze. You know how it is with a problem maze on paper—just one square from the solution, your pencil suddenly runs up against a wall. Frustration. But from past experience with the maze problem, you know what to do. You go back to a previous choice of turns and take an alternative. In thinking through a real problem we often make the error of thinking that the mental steps we've taken so far are irrevocable because the answer seems so "close." Maybe we need to back up for a new pattern.

Another good mental habit is to search for solutions by deliberately looking at the problem from another point of view.

This is a step that creative advertising people take for manufacturers when they look at the product from the *user's* point of view.

■ It applies to every problem that's a real stickler. Is it too tough mechanically? Approach the problem chemically. Does it repulse you head-on? Sneak up on it



A strong simple selling idea . . . dramatically presented

If "Jacques" existed, we'd hire him. Because he practices what we preach. Brilliant simplicity. Not that we always meet our standards. But that's what we shoot for every time out in the advertising for Instant Maxwell House, Prell, Schick Shavers, IBM, Pream, Western Union, to drop just a few of our favorite names.

B&B

BENTON & BOWLES, INC.

from the side.

Is your child presenting a problem you can't solve? At least look at it from his point of view.

In searching for examples in the field of "thinking" we often turn to what seem to be parlor games, primarily because they fit everyone's experience. One example of how a different point of view can change the scene was illustrated in the popular "Droodles" of some years ago. Simply looking at a familiar object from a new direction made it difficult to identify.

- 2. The second major category of systems to help produce profitable ideas might be called "formulas" or "maps" to guide thinking. These are external patterns usually devised for a particular area of creativity . . . invention, product improvement, design, etc.

We haven't time to do more than list some of them, but they include:

- General Electric's "Input-Output," a method of successively analyzing various steps of a problem.
- Robert Crawford's "Attribute Listing," in which he lists all the attributes of an item and works on one at a time. You might try to get a new idea for an ad by first discussing "color," and then "paper," then "signature," etc.
- Zuce Kogan's "Tool Kit," a list of abstractions of previously solved problems.
- Dr. Fritz Zwicky's "Morphological Analysis," an exhaustive method of listing every conceivable theoretical situation and then thinking about each one.
- Lynn Ellis's "Cycle Method" of approaching problems through what he considers ten "root motions" of any functional category.
- MIT's "Area Thinking," where Arnold looks for product improvement in four major areas: Increased function; higher performance level; lower costs and increased salability.

■ You can, and probably many of you do, set up your own "maps" or checklists to guide your future search for ideas. Advertising magazines and books are full of them: "Things to think about when planning an exhibit," for example.

Incidentally these formulas are designed to control and guide your mind as much as they are to stimulate it and keep it moving along. More "judgment" built into the thinking process.

- 3. But let's look at the third category of "idea-getting systems." Pump-Primers and Block-Busters.

These systems have some values. They help people learn how "creative" they can be, and since they are basically more fun than work, they can help break occasional mental blocks in truly creative people. To a certain extent, they are mental exercise, a method of blowing out the carbon in the brain.

Most of the popular "group-think" systems are in this category, but one of the simplest of the block-busters is plain conversation. You sit down with one, or possibly two, other people and explain your problem. Often, by the time you have explained, *you've* seen the solution.

■ The use of non-related check lists is in this category. Osborn says, "Start through the yellow pages of the 'phone book and you'll get ideas." Some people recommend free association—a sort of putting your mind in neutral and letting it roll, always alert for "gold."

These are pretty wild and desperate efforts to get the mind started.

You can tell that I'm not *over*-enamored of them, in general, for folks who are getting ideas for profit—by the hour—but they surely have value. Meredith Willson says when he first began to write "The Music Man," he got Act One, Scene One written quickly. The *fifth* word was the sticker—took him three years, he said. Finally, he remembered the composer Von Weber who, says Willson, "was a dead center man who couldn't compose for sour apples until he first hit a D and an F-sharp on the piano." Willson tried it. Nothing. "Of course not," he thought, "you prime music with music. Words you got to prime with words." So he sat down and started to write—anything. Pretty soon "The Music Man" came out.

So okay: Ideas you got to prime with ideas.

Varieties of Brainstorming

Most of the popular "group-think" sessions are copied after Alex Osborn's "brainstorming."

There's brainstorming itself, with which I'm sure you are all familiar, and its basic rules are pretty much the key to the whole clan.

- Judicial judgment is ruled out.
- Free wheeling is welcomed. The wilder the idea the better.
- Quantity is wanted.
- Combination and improvement are sought.

The fourth rule is common to all purposeful thinking. The first three are the ones that make the "brainstorm": no judgment; wild ideas; lots of 'em.

There may be one more "rule" to brainstorming: Osborn suggests "refreshments" and "no top brass around." This sounds like two rules, but it's really one: that the session be basically "play," not "work."

■ But Osborn isn't the end of brainstorming.

- There's (J. Donald) "Phillips 66," not a gasoline, but sort of a *multiple brainstorm*, with large groups divided into small buzz sessions, all going at once. The 66 comes from six people buzzing for six minutes, I think.
- C. C. Crawford's "slip writing," or *secret brainstorming*, has the basic attributes of a brainstorm, but instead of talking, and getting all those wisecracks, you write. Not nearly as much fun.
- Then there's Hotpoint's *reverse brainstorming*, where you sit around and try to discover how many things you can find *wrong* with an idea—somebody else's. Now *there's* some fun!
- But possibly the strangest one of all is W. J. J. Gordon's "operational creativity" or *blindfold brainstorming*, where only the leader of the meeting knows the specific problem they're working on. That's a dandy!

■ Now while I'm not pushing "group-think" as a preferred day-by-day way to "have a hunch," these pump-primers or block-busters do have values. I've mentioned two: They are more fun than work; they release inhibited minds and teach people that they, too, can be creative. They are good mental exercise to blow out the carbon. They have another tremendous function; they keep people thinking longer, because ten people thinking for 30 minutes is the equivalent of five hours of single thinking, and it's basically hard to get average people to spend five hours *thinking*. Some folks feel that this is the *only* value of brainstorming.

But here's the important and serious point: All these systems are designed only to help us "have a hunch" or tentative idea and the getting of the tentative idea, while indispensable, is usually still a long way from the end product—a *profitable* idea.

On With the Problem

The fitting of facts together and the searching for new relationships, we might call cogitating. This is the *work* part of idea-getting and is the part that is often the end for non-confident thinkers.

You can cogitate to literal exhaustion. However, this is farther off than most people think. Most actually "stop thinking" or "stop cogitating" on a problem after a very few minutes—five or ten.

Keep thinking. You'll usually get a second wind. But if things finally get hopeless before you have an answer, you simply have a harder problem and when things do get hopeless, you have finished the "cogitating" stage of your thinking and you're ready for the next step, or "back burner" stage which we discussed earlier. You simply put the problem out of your "mind" . . . drop it and go on to something else.

The Smoothing Out Process

Normally, the first thing you have to do in order to make a hunch usable is to prove that it's really a *good* idea. We've called this the "smooth it out" step.

First, we *articulate* it. Now that you have a tentative answer or idea, put it in words, drawings, or figures, as clearly and simply as possible.

This is necessary because unexpressed ideas often have obvious "holes" in them and a clear, simple re-statement of the idea shows them up. There is some reason to believe in "the economy of nature"—that practically any *good* idea can be expressed simply.

■ Next, we *attack* it. Search to see whether this new idea will simply provoke *new* problems.

A good attack *anticipates* other problems, and if you attack your idea yourself you'll see those other problems and perhaps be able to solve them. If you don't, you can be sure that someone else will—and may kill your whole idea by objecting to one new minor problem that it brings up. You must anticipate those objections and be able to overcome them.

■ *Test your idea.*

Ordinarily, the problem-solver should not let go of his idea until after it has been tested. New ideas are not always well understood and the best possible statement of it may not be completely clear to others until after it has been tried. So leaving others to test it out is dangerous.

During testing, the idea will either succeed; obviously need refinement or changes and re-testing; fail.

Even if the test succeeds, however, we cannot count our idea a profitable one until we have taken the seventh and final step. . .

The Last Essential

Put it into practice.

Obviously, of all the steps I've mentioned, only two are absolutely essential: (a) have an idea; (b) put it in practice.

Yet this final, vital step is, interestingly enough, the weakest area for many idea men. They are quick, active thinkers. They get "good ideas," but as soon as they lay their idea-egg, they leave it, impatient for another brainwave, unwilling to take the time to hatch it. "I'm not a good detail man," they say.

Few are fortunate enough to have detail-minded, "hatching", men following them around. Of course, in some cases, the "idea-getter" is really not in a position to put an idea in practice himself. In those cases, his final step must be changed to:

Communicate and "sell" your idea to son. one who *can* put it in practice.

Obstacles That Get in the Way of the Problem-Solving Process

While studying the methods and patterns of successful problem-solvers will help us a lot in our thinking, a study of the obstacles that get in the way while thinking may be even more helpful. There are major blocks, or obstacles, in every section of the problem-solving process. Let's look at some of them:

■ **A. In the area of "Knowing the Problem":**

- 1. Example: Punctuate this sentence: Time flies you can't they go too fast.
  - Danger: You fail to get to the *heart* of the problem. So you try to solve it before you quite grasp it. [Solution: Time flies? You can't; they go too fast.]

The most frustrating problems are those we don't quite grasp—and instead of fogging ourselves out with repeated failures, we have to step back and approach the whole affair from another angle.

- 2. Example: How many squares are in this square?
  - Danger: You start the solution without a clear definition of terms.

So we learn all about the product and we come back to write the ad. But we've never quite found out whether our best prospect is the chief engineer or the treasurer, and when we try to write to both at the same time, we have trouble. So our ideas about selling that product are always fuzzy.

- 3. Example: A hungry donkey is tied to a rope 3 ft. long. A pile of hay is 15 ft. away. How does the donkey reach the hay?
  - Danger: You miss the relationship between elements of the problem, or you overlook essential elements, or add unnecessary elements. [Solution: The donkey walks over to the hay. Nothing was said about the rope being tied to anything but the donkey.]

This is why it pays to ask questions, questions, questions. Often the solution to a problem is made difficult by a condition that you don't really have to take into consideration or one that has been outgrown or outmoded.

Move the elements of your problem around, mentally. You may uncover some significant relationships.

- 4. Example: Take as an example a writer who prepares a promotion program based on the theory that his product won't sell because the distributors aren't carrying it. The fact is, the distributors won't carry it because they know it won't sell.
  - Danger: Are you failing to distinguish between cause and effect?

This is a basic difficulty, of course. Does he beat his wife because she's sullen, or is she sullen because he beats her?

- 5. Example: How much is 2 *and* 2?
  You'll recall the new personnel man—recent Ph.D. in psychology—first assignment: to hire a new secretary for the president. Proud of his ability, he let the president share his final steps of selection—brought three girls in, one at a time; asked each a single question: "How much is 2 and 2?" The first girl said, "Four"; the second said, "Well . . . I'll say "22"; the third said, "It can make four and it can make 22." After the third left, he turned to the president and said: "These girls are all capable, but this final test is the real key. It shows how they react. The first girl is completely normal, matter-of-fact. The second searches for a hidden meaning. She'll be hard for anyone to trick. The third will look on all sides of a question before she comes up with an answer. Which one do you prefer?"
  Said the president: "I'll take the blonde with blue eyes."
  - Danger: Are you solving the wrong problem?

Actually, this is one of the more popular approaches to problem solving and quite popular in creative advertising. When you have a really tough problem, with the deadline for a plan approaching, you simply shift the problem around to one you can solve and solve that. The advertiser may really have a problem of poor package design but if your background is in merchandising you may work out a whiz of a two-for-one deal. This often satisfies the boss and takes care of everything but the original problem.

- 6. Example: 6 matches; make 4 equilateral triangles.
  - Danger: You hem yourself in unnecessarily, in your analysis of the problem.

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This is MEAD BLACK & WHITE LETTERPRESS ENAMEL, the "Aristocrat" of Superfine Glossy Coated Papers." Its ultra high gloss and uniform surface insure absolute fidelity of detail in even the finest halftone printing. Another reason why you always get more when you specify Mead Papers for all your printing needs.

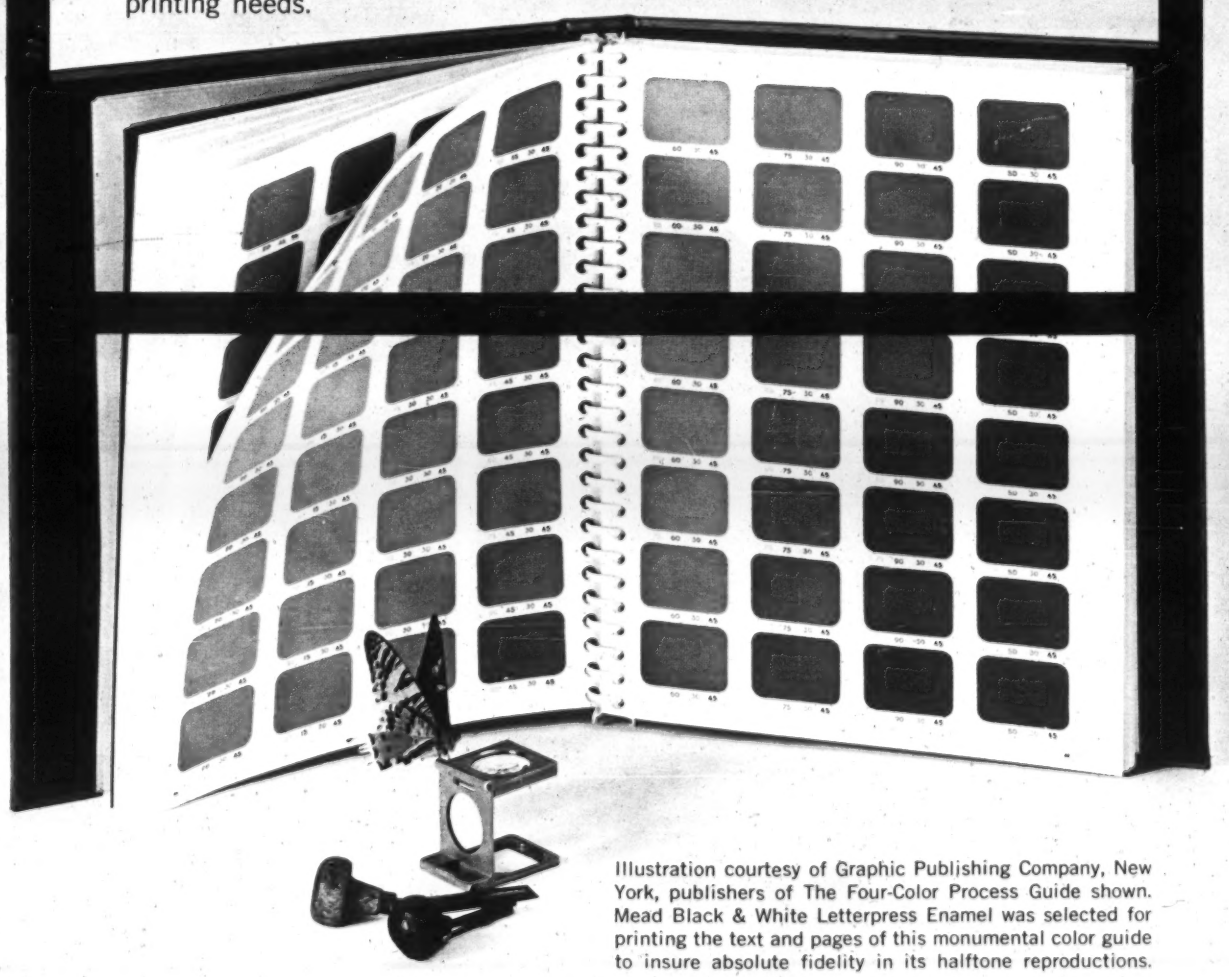

Illustration courtesy of Graphic Publishing Company, New York, publishers of The Four-Color Process Guide shown. Mead Black & White Letterpress Enamel was selected for printing the text and pages of this monumental color guide to insure absolute fidelity in its halftone reproductions.

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YOU GET MORE FROM MEAD . . . THE MOVING FORCE IN PAPER AND PACKAGING

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Be sure, when you tackle a problem, that you are willing to turn over all the rocks—to look everywhere for an answer. Advertising agencies, I believe, have been more and more willing, recently, to search for the answer anywhere, whether it's in product design, channels of distribution or whatever. That's a good sign.

■ **B. When you get in the area of "Having a Hunch," there are more and more subtle dangers.**

- 1. Example: "While I was walking to St. Ives, I met a man with seven wives. Every wife had seven sons; every son had seven cats and every cat had seven kittens. How *many* were walking to St. Ives?
  - Danger: We get so involved in the problem that we overlook the obvious.

Nature tends toward simplicity. One of our meanest obstacles in the development of profitable ideas is that of overlooking the obvious. A little booklet, or essay, written years ago and recently reprinted, called "Obvious Adams," does a good job of pointing this out.

■ I believe we run into this problem frequently when we try to determine "reasons why" people buy—their motivations. We build up complicated reasons why we think people buy, based on presumed technical product differences, when we could improve sales extensively by simply stating clearly that the product will do its basic job.

John Wilson, in his book, "Open the Mind and Close the Sale," notes how the manufacturer of a stove fills the retail salesman's mouth with "ultra-strong fire boxes" and "b.t.u.", but the question the customer finally asks is: "Will it keep an old lady warm?"

- 2. Example: If 3 cats kill 3 rats in 3 minutes, how many cats can catch 100 rats in 100 minutes?
  - Danger: You react to a superficial likeness and jump to the wrong conclusion.

Closely allied to jumping to the wrong conclusion is jumping to the first conclusion . . . that is, the first conclusion that seems workable. Unfortunately, in searching for profitable ideas, there may be many "right" or "partially right" answers . . . so it pays to get a good many "hunches" or ideas before you stop.

- 3. Example: Pronounce MacDougal; MacDuff; MacWilliams; MacHinery.
  - Danger: You are led astray by a mind set or habit pattern.

Mind sets might be simple things like the "MacHinery" above, which keep us from seeing a particular answer, or they may be so general as to better be described as "attitudes."

Dr. Ernest Dichter tells of being engaged to solve the general problem of increasing the sales of books. For one thing he found out that many people said, at least, that they would like to read books in small snatches and that some people actually bought pocket books so they could tear them apart and throw them away as they read.

■ Dichter passed the idea along as a possibility. "Tear up books!!!!!!" the publishers said, "Horrifying. If that's an example of the kind of ideas you're going to come up with, stop now." "You asked me to find out how to sell more books," said Dichter. "Oh yes," they said, "But not that way."

This willingness (or even ability) to change a mind set or attitude is one of the outstanding characteristics of the truly creative. Most problems have "traditional" solutions, which the average man is happy enough to take. Most traditional solutions can be improved upon and that's where the creative person shines. But he must be willing to avoid the danger of "mind set"—be willing to strike out into the unknown and unaccepted.

- 4. Example: If I were to give you a relatively simple problem and tell you that my five-year old daughter solved this one in 30 seconds, the chances are that you couldn't because the rush and pressure would fasten your mind on the 30 seconds rather than the problem.
  - Danger: You black out (idea-wise) due to rush, pressure, nervous tension, pain or other physical discomfort.

There's a difference, you see, between a *deadline*, which keeps you from indefinitely putting off your thinking, and a rush or pressure which brings the deadline so close that subconscious fear of failure paralyzes your thinking apparatus.

The pressure can be internal or external, of course. Your own desire to succeed quickly is just as bad as outside pressure from your boss. Take it easy.

■ **C. Dangers lurk, too, during the period of "Smoothing Out" or "Perfecting" your idea.** There are two major ones . . . and they are opposites.

- 1. Example: When Charles Kettering, General Motors' great research man, first came to National Cash Register, he took the assignment of making a cash register that worked by electricity instead of by hand.

  Older engineers laughed at him. "A motor to develop the torque you need," they said, "will have to be as big as the cash register. A small motor won't do it."

  "How do you know?" said Kettering, "are you a motor? Let's see what the motor says about it."
  - Danger: You know so many things that ain't so, so you reject the idea out of hand.

Sometimes your new idea will apparently violate all the reason and logic that you've been taught, just as Einstein's did. Automotive engineers fought the small car for this reason. They *knew* it wasn't wanted.

When the cigaret-cancer scare came along, it was reasonable and logical to stress mildness, but the brand that made the big jump in sales was one that went in the other direction. Hindsight indicates that people began to consider smoking more of an "adventure" and reacted well to "he-man" copy.

- 2. Danger: Desire for absolute perfection.

Many an inventor has watched a later idea take away a basic patent because he was still turning an idea over in his mind, trying to perfect it.

■ **D. Let's move on to the area of putting your idea into action (or getting it to someone who can).**

- 1. Danger: Poor communication.

After all, your new idea is new. It may have taken you a long time to think through the steps that make your idea seem so good. Yet you expect others to accept it immediately, without going through those steps themselves.

- 2. Example: At one manufacturing plant I know of, the engineers point out that it takes an unusually long time to get some improvements added to their product because the "NIH factor" creates delay.

  "NIH," it develops, stands for "Not Invented Here." If the suggested addition has been used or developed by competition, it "can't be any good."
  - Danger: Prejudice against source.

You may run into difficulties in getting a new idea accepted because your supervisor or boss is prejudiced against all ideas developed by anyone else. This can be a very real problem for some creative people. They ought to be aware of it.

- 3. Example: Let me give you a tricky one. Don't write it down. What is 1006 less 18? How many are willing to answer that?
  - Danger: Fear of embarrassment or mistake.

This trips people up on small ideas and large. "It seems all right," they say to themselves, "but I'd hate to be wrong." They sit tongue-tied in a meeting. They lack the nerve to spend any money to put their idea in practice. They are mentally prepared to take that "step into the unknown" and they can do it, in their own mind, but they aren't emotionally prepared to make a mistake in public.

- 4. Finally, in this area, I'd mention "Lack of Drive" . . . and it may be the greatest danger of all.

* * *

What can you do to overcome these blocks to creative thinking?

Well, the same fellows who say that "you're *born* creative or not," say you can't do anything.

Of course, you can.

- *First*: Just knowing about them helps and, like the riverboat captain, after you've run aground a particular sand bar a few times, knowingly, you tend to avoid it.
- *Second:* You can deliberately work on them. Follow Ben Franklin's rule of practicing one thing at a time for a day or a week. Next week decide, for example, "I'm going to deliberately avoid mind set."

Psychologists have proved in the laboratory that mind set can be weakened substantially with a phrase. As they finish explaining a problem, they say, "Don't be stupid," and the solution rate goes up. Nothing to keep you from saying, "Don't be stupid" to yourself.

- *Third*: Try optimism. Simply assume that by organizing your thinking a bit more and by carrying through all steps, you're going to find a profitable answer . . . Optimism is the fuel for the *drive* that overcomes the worst obstacle of all. #

The Creative Man's Corner . . .

Sets a Good Example

We are not the first to say it, but we do want to say it. We applaud P&G for the restraint with which it welded into advertising the tremendous accolade it received from the American Dental Assn. for its Crest toothpaste. It could

Your dealer may be temporarily out of stock in your favorite size. Because the benefits of Crest are so important, we hope you'll take another size until we catch up.

have used woodblock type. It could have heralded it the only toothpaste in the world accredited by the American Dental Assn. It could have boasted that now an authoritative source *proves* Crest more effective against cavities than any other toothpaste.

But it didn't. We believe it didn't because somebody decided it would be better selling not to bellow the news. And we believe it is. We're happy to see an important advertiser like P&G set such a good example. We hope others follow it, even without so powerful an endorsement. For, when you stop to think of it—and we believe more people are stopping to think these days—it's not the size of the type that convinces, but what it has to say. And if it has nothing to say, the size of the type only emphasizes that fact. #

Tyler Picks Ten for September . . .

Creative Advertising Urge Is Shown in This Group

By William D. Tyler

I don't *know* all the people responsible for the following ads, but I *do* know one thing *about* them. They all went into advertising because they couldn't stay out. Not because it sounded glamorous. Nor because they heard the pay was good. The people who make good in advertising are people who just *have* to get into it. They have a talent, a turn of mind, a peculiar ability for which advertising, and only advertising, provides the outlet.

William D. Tyler

The ones who pick advertising for any other reason are in for a bad time. Because this business, unlike any other, depends not only for its livelihood, but its very existence, on the talents of its practitioners. Our business is as good as the people in it. It's like the theater, which is a going concern only when, as, and if it attracts enough creative geniuses to keep the flame alive. Lacking them, the theater is dead. Let's hope it never happens here. Leave us treat our creative people well. They are, in a very large sense, the bread-and-butter of all of us.

Fairbanks, Morse Corporate

A whole school of advertising is growing up, designed primarily for the *Wall Street Journal* audience. Its purpose: to sell the company, rather than its products, in order to impress stockholders, financial people, and the business community. Such advertising, because it's basically self-interested, has to be outstanding to overcome its lack of reader reward. One ad that succeeded was written by Reach, McClinton's Herman Raucher and laid out by Marce Mayhew, who took a cross-section of a Fairbanks, Morse diesel and, with a few deft strokes, animated it. Copy took the form of a prose poem which started, "A giant needn't speak to be heard . . . he need only be a giant." Copy recites the diesel's varied uses, and ends: "His voice is in his accomplishments, and you hear it every day."

Volkswagen Trucks

There were fine Volkswagen ads for cars again last month, and one for trucks. Since the latter is handled by a separate agency, there must be more to the success that attends this advertiser's efforts than just his choice of agency. If he can get great work out of two agencies, there must be something of himself in this success story. The truck-ad copy asks you to design a truck, suggests that you would naturally put the engine in the back to counterbalance the driver in the front. Says you would want to cut down weight by air-cooling, and by using aluminum and magnesium. You would find your truck costs only half as much to run. Copy closes by suggesting an easier and quicker way to get such a truck: see your Volkswagen dealer. John McNamara wrote it. John Weber, of Fuller & Smith & Ross was the art director.

NoDoz Tablets

This product of Grove Laboratories has been running a lean, unspectacular, hard-working, small-space campaign without change for some time now. Ad consists of two pictures with self-contained captions totaling six words, but they tell the whole story. Each is a picture of the road ahead, with you in the driver's seat. One, called "The Drowsy View," shows a blurred vision. The other, "The NoDoz View," shows clearly the dangers ahead. Subhead spells out the message: "Keep awake and alert with safe NoDoz. It could save your life." This is proprietary advertising at its best. Jack Roche of Gardner's New York office wrote it, Bob Thurn laid it out.

Gravy Train Dog Food

An ad designed to do a dual job of telling a success story as it placates the trade, is the one for this fast-moving new Gaines dog food, headed, "Gee, we're sorry, but we can't seem to make Gravy Train fast enough." The kicker is the illustration: a lugubrious-looking basset hound, than which nothing can look sorrier. Idea was Benton & Bowles' John Flagg's; copy by Earle Levenstein; layout by Zolton Medvecky.

Laverne Chairs

If you were suddenly given a bucket-shaped chair made of clear plastic to advertise, and after you had picked yourself up off the floor, you could hardly have done better than Julian Koenig did with the help of George Lois' ingenious layout. They put the transparent chair on a page, put a cat on the seat so you'd know the chair was there (and also to remind you that the chair couldn't be scratched or collect hairs) and wrote the copy on the wall behind it: "What this country needs . . ." Well, you can read it yourself. Papert, Koenig, Lois Inc., is the agency.

Erwin Wasey, Ruthrauff & Ryan

House ad that appealed to me ran in about 75 lines of newspaper space, quite a switch from the blockbusters agencies customarily use today—provided they advertise at all. All this one says is, "It's not the size of the space that matters . . . it's the size of the idea!" The thought was Gerald Miller's and Don McKechnie's. It's a good one.

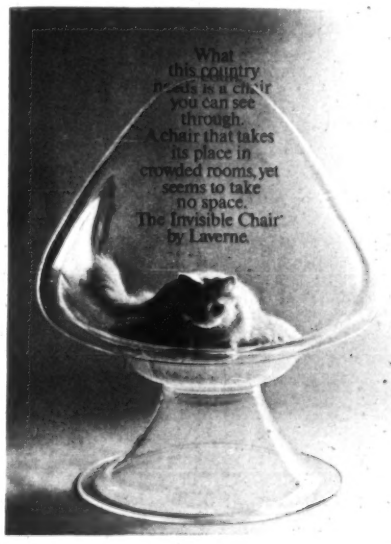
Beautyrest Mattresses

One of the country's best advertisers, year in and year out, is Simmons. The current campaign bears this out. It carries a stet headline: "The Temptation of Beautyrest," and usually shows a housewife, pausing in the day's duties to sprawl herself out luxuriously on the pad. This time it's the moving man who corks off on company time, which makes a good switch. Secondary pictures use him to demonstrate the no-sag product feature. Norman Robbins of Young & Rubicam is responsible, with Bob Wall for the art direction.

McCall's Magazine

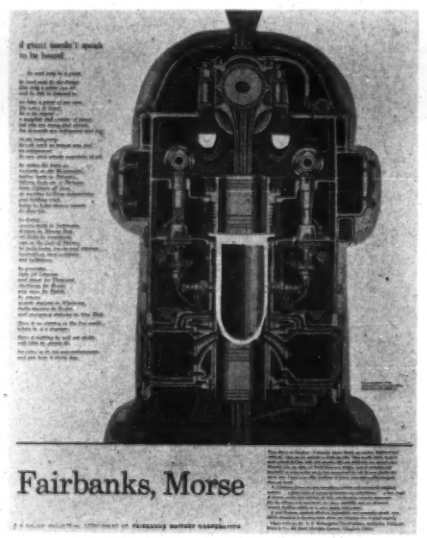
The month's cleverest ad took the Olympic games' Latin motto and adapted it to, "Competition here at home in the women's field events: I—Advertising High-Jump, II—Newsstand Dash, III—Editorial Outdistancing." With becoming modesty, it ended up: "One magazine takes all the laurels." Idea and copy was *McCall's* Lenore Hershey. Howard Stabin of Grey Advertising was the art director.

(Continued on Page 122)

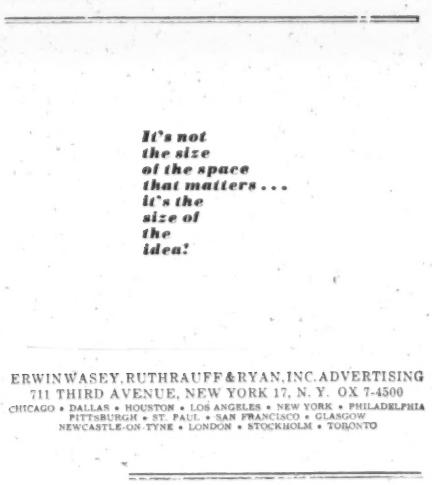


Laverne Inc.

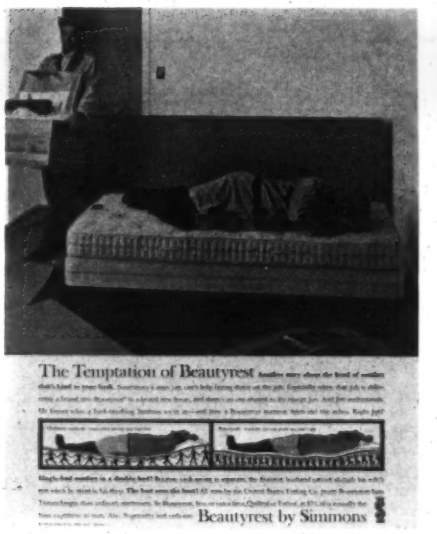
General Foods



Fairbanks, Morse & Co.

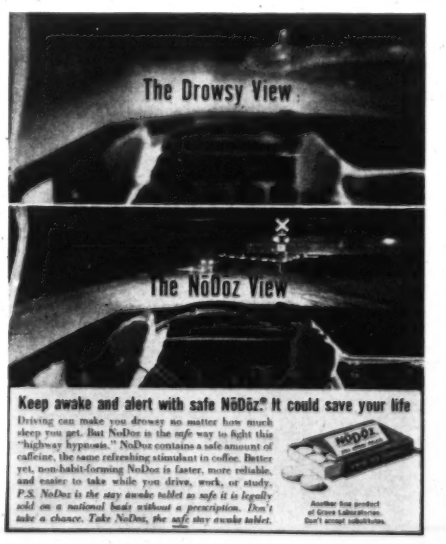


Erwin Wasey, Ruthrauff & Ryan



Simmons Co.

Volkswagen Trucks



Grove Laboratories

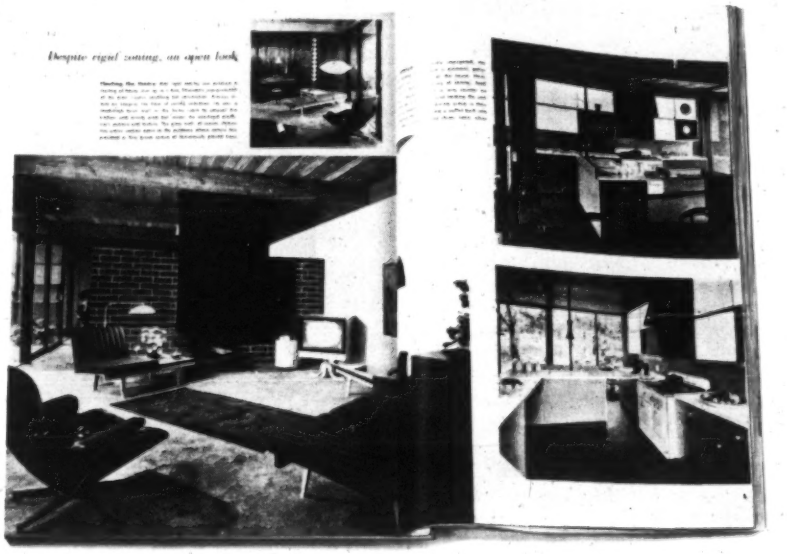
THERE ARE MANY REASONS FOR

LIVING

check these from the October issue

HOME FURNISHINGS AND DECORATION

LIVING helps the young homemaker with her toughest decisions... how to decorate and buy her furnishings. Coverage like this attracts buyers. A good reason why furniture advertisers placed more pages in LIVING last year than in any other magazine.

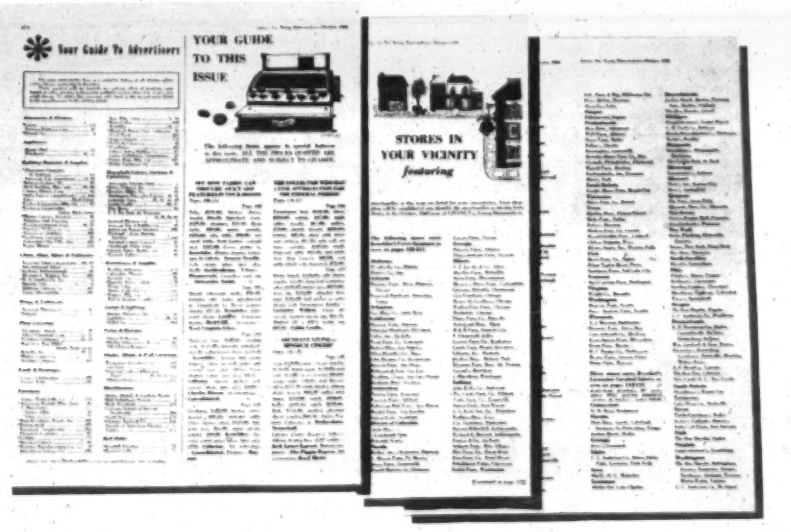


BUILDING AND REMODELING

Young families buy seven out of ten homes sold. Articles like this, featuring homes by young designer Craig Elwood, help young homemakers select the right home for them, as well as their major appliances. These homes also serve as a showcase for remodeling ideas.

HOMEMAKING HINTS AND ACCESSORIES

Women are particularly happy about having a place for everything in their homes. Articles like this help them take the muss and fuss out of homemaking. Similar articles help in the selection of small work-saving appliances... a must for the busy young homemaker.



RETAIL IMPACT

LIVING not only shows **how** but points the way to the nearest store. Last year some 5,400 stores were featured in listings like this. Retailers bought over a million lines in their local newspapers to tie-in with LIVING. The magazine consistently tops its field in retail tie-ins.

THE BIG REASON: YOUNG FAMILIES NEED MORE, AND WANT MORE, AND BUY MORE RIGHT NOW!

There is no time like the *present* for young homemakers! They are setting up homes, buying houses, furnishing, decorating and remodeling *right now* at a faster pace than any one else.

LIVING is the *logical* choice for the young homemaker. Its pages are loaded with sound, informative, helpful advice like the above... on the topics that are so *timely* for the young family.

That LIVING's readers respond to the advice found in its pages can be seen in the Starch Report (as well as in their homes!). LIVING has the highest concentration of readers in the first ten years of marriage among all home magazines. And it also ranks first in home buyers, appliance buyers and buyers of furniture and rugs.

LIVING's approach makes sense to young homemakers. It helps make dollars for *advertisers.*

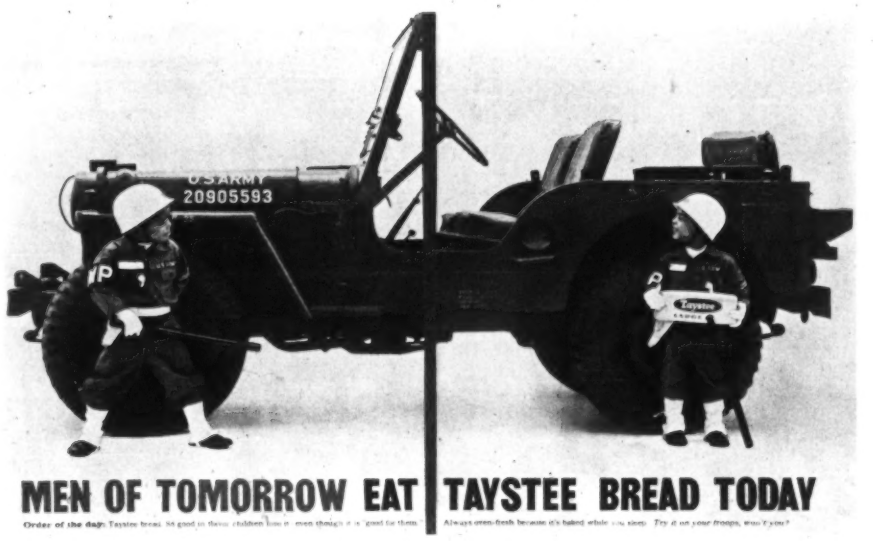
The Time of Purchase Magazine

LIVING

FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION · 575 MADISON AVENUE, NEW YORK 22, N. Y.

General Mills



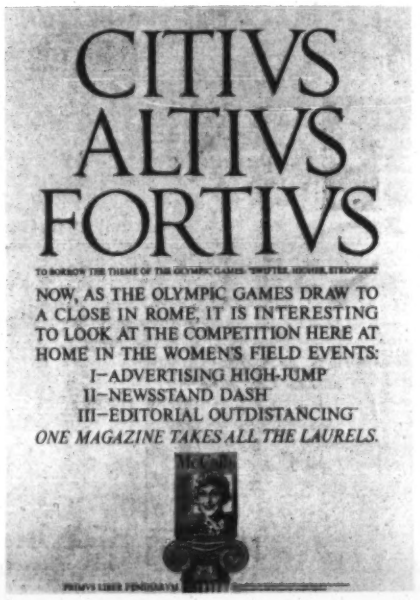
American Bakeries Co.

Betty Crocker Cake Mixes

Possibly the most effective ad of the month was a six-page spectacular in *This Week Magazine* for General Mills. It was woven around and through the publication's editorial feature, a preview of Clementine Paddleford's new book, "The Recipes America Loves Best." There was a color page for each of three new mixes on succeeding left-hand pages, followed by a spread, and concluding with a Betty Crocker recipe page and double coupon offer. Rarely has an ad benefited so from editorial matter as did this one, which looked almost as though it were part and parcel of the Paddleford article. BBDO's Jean Rindlaub and Josephine Smith wrote it, and Suren Ermoyan and Philip Barbieri were the art directors.

Taystee Bread

Advertisers have long been told that the use of Negro models in magazines such as *Ebony*, will increase effectiveness, and this is probably so. But the mere substitution of a colored model for a white one is not exactly tailoring an ad to its audience. An advertiser who has done the full job is Taystee, with this charming picture of a couple of cute little colored kids turned out as MPs. The ad, which is the epitome of soft-sell, should win a lot of good will, as well as attention, and benefit this jolly miller more than somewhat in the Negro community. It was the joint idea of copywriter Gary Comer and art director Bernard Roer of Young & Rubicam's Chicago office. #



McCall's

Agencies Ask Us . . .

How Clients Should Pick Advertising Agencies

By Kenneth Groesbeck
Advertising Agency Consultant

Queries such as the above come not from clients, as might be expected and wished for, but from agencies suffering from incorrect or superficial methods of evaluation which, they find, make it difficult for them to sell their services.

Kenneth Groesbeck

If my complaining brothers will put themselves into the prospect's shoes for a moment, they will see how difficult it is to judge agencies from the outside.

The package which the prospect is trying to buy wisely contains brain power, experience, good judgment, and intellectual honesty. I submit that these qualities are hard to find and even harder to weigh in the scales, once you think you have spotted them.

The first common mistake made by the advertiser, once he wants an agency, is to listen to too many solicitations. This is bound to be most confusing, especially since good agencies are often good salesmen, full of enthusiasm and the best intentions. By the time the prospect has been subjected to a dozen or so presentations, replete with statistics, examples, analyses of his market and recordings of successful television commercials, he does not know whether he is afoot or on horseback.

He emerges dizzily from a flock of three- or four-hour meetings with the general impression that advertising is much more difficult and complicated than he thought, that advertising men and women are a grand bunch of friendly and helpful guys, and that maybe he had better go on vacation as promptly as possible to do some quiet thinking all by himself.

The first thing the prospective client should do is to make up a small (not more than five, I think) list of available and desirable agencies which, he believes, would want his business and should be able to function well on it. Some agencies on this list may have been in touch with him; some he invites because he has heard them well spoken of by people who know what they are talking about.

■ These agencies should be selected on the basis of size, in relation to the size of the advertiser's account, geographical location, and what can be found out about previous performances. Experience in the advertiser's field, often insisted upon, is not necessarily important.

Inviting these agencies to solicit his account, the advertiser should furnish no information about his business or what he wants an agency to do for him. The contenders' presentation of the prospect's needs and what they propose to do about them is one important indication of the agency's ability and fitness for the job.

Listening to the presentations, the advertiser should talk as little as possible. He should be aware that a good salesman will try to get him talking, and that if he falls for this device, he will soon write the agency's ticket for them. Let him answer relevant questions, of course, but no more.

■ *Brain power, experience, good judgment, intellectual honesty.*

What tests can the advertiser apply which will furnish any indications of the presence or absence of these essentials in the agency he is considering?

The brain power of an agency, or *intelligence*, if you like the term better, will show up in its type of presentation, its analysis of itself in relation to its future client, its tact, foreshadowing happy or difficult personal reactions to come. The client's response to evident agency intelligence will be, "We like these people. They talk our language. They will probably be able to understand our business. The way they think about our problems is good common sense. They are not bluffing. We can understand their reasoning."

Intelligence, you know, is most frequently tested by the subject's solutions of problems, both of people and things. All those indications I have listed above are, when you come to think about them, right or wrong answers to problems.

Intelligence is of surpassing importance as an agency asset. It means much more than cleverness, ingenuity, even than salesmanship. It is, in an individual, the ability to understand and cope with the difficulties of an environment. *Selling* is an exercise in understanding and best coping with the *buying* environment. This term means whatever we are surrounded by. In our always expressive slang, whatever we are "up against."

Let us jump quickly to number three in our list, since *good judgment* depends so largely on intelligence. How does it differ or extend further? Because it involves also understanding of people and the ability to interpret events. Essentially, in the agency-client relationship, good judgment will show up in recommendations as to business policy. Here the advertiser must beware of the human weakness of considering as correct the judgment with which we agree. Very open minded, the advertiser must be, to recognize and give proper consideration to judgment which differs from his own. However, the more intelligent the client is, the more he will spot intelligence in someone else. Stupid clients, self-willed clients, clients blinded by a sense of their own importance, have great difficulty in recognizing and being guided by the intelligence of others. However, in this, clients differ in no respect from the rest of mankind.

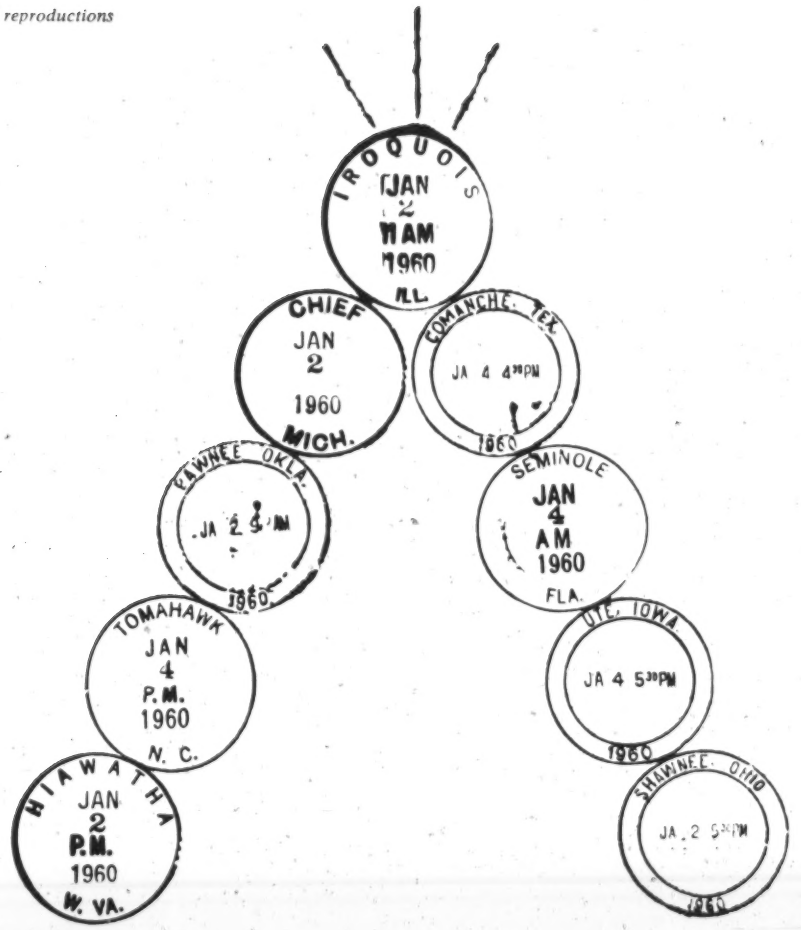
Experience. By that we mean general business experience, not necessarily experience on the prospect's own business. In fact, much might be said for the uncluttered mind which comes fresh to a business problem, without preconceived ideas to the effect that "this is the way we have always done it."

Experience in advertising is usually demonstrated with material illustrating what the agency has done for others. Here it is difficult to segregate the agency's contribution from that which may have come from the client. A series of case histories of accounts which have shown a sales rise and a profit betterment under the agency's guidance is as good an indication of agency experience as any. Mistrust any case histories of failures. They may or may not have been the agency's fault.

■ And finally, *intellectual* honesty. Of all the honesties, the rarest and most to be desired, where one is considering an adviser. Monetary honesty we expect: individuals and corporations have learned it is dangerous not to practice it. Intellectual honesty is the ability to think straight and the courage to say what you think. Boy, when you run into this in an agency, overlook a score of possible faults, for here you have the most desirable and rarest trait of an adviser. Combine this with intelligence and experience, and you've got something.

I think many of my friends will accuse me of leaving out the desirable feature of *compatibility*. Well, it's nice to be married to a concern you like, with which you "get along," whose background and experience in life are akin to yours. Much more important, however, that you *respect* your agency, and that they are in a position to help you. Play with your friends, sure. But not the same charac-

The postmarks are actual reproductions



Grit beats the drums in small towns

to give you balanced national coverage

You can drum up plenty of business in big cities with Life, the Post, and other mass media.

But small towns are something else again. Here mass media circulation grows relatively weak . . . and you need Grit to take up the slack.

This Grit does to a fare thee well. In fact, Grit actually outsells America's biggest general weekly in 1117 counties!

Chances are *your* schedule needs Grit . . . to correct the big-city bias of the mass media and assure balanced national coverage.

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

teristics are essential in the concern you *work with.*

• Yes, I know. I haven't said a word about the ability to produce good advertising. That was on purpose, too.

Don't look so much for the ability to produce good advertising as for the personal characteristics *without which no good advertising can be created.* You do not, says the old English proverb, make silk purses out of sow's ears. As a client, it is quite possible that you do not possess the ability to spot and appreciate good advertising. As a good business man, however, you should have the ability to evaluate the human powers behind good advertising.

Pick an agency which evidently has brain power, experience, judgment, and intellectual honesty; don't try to think for it; let it alone to give you the best it possesses. Chances are you will be extremely contented with your choice. #

The Peeled Eye Department . . .

We Haven't Tried Ugh! We Don't Like It! We Don't Want It!

By Dick Neff

And You Can Keep That Extra Strength

"If you haven't had your Ugh mixture lately, perhaps this wide-eyed gal can put you back on the track," writes Arthur T. Wechsler, account executive at Guild, Bascom & Bonfigli, San Francisco. "She's currently cajoling readers of *Progressive Grocer*, September issue."

"I tried it. I like it. I want it."

Successful new extra-strength mixture: Formula 44. New cough stopping discovery: Silentium . . . nation-wide sampling . . . Your sales of Vicks Cough preparations are going up; stock both and stock enough.

Walk Up One Flight and Waste $1.63

Here's some more evidence of that sinister new trend in pricing we mentioned recently.

Dick Neff

Buell R. Snyder, Barnegat & Spring, Beachwood, N. J., sends along a W. T. Grant ad from the *Philadelphia Inquirer* with this generous offer modestly displayed in it:

SUEDE FLANNEL
REG. 49¢
2 YDS. $1

Grant, however, is a mere piker compared to R. H. Macy. The latter took a full-page ad in the *New York Daily News* on Sept. 6 headlined, "We're ready for school, are you?"

Well, we're ready for 2nd grade arithmetic, R. H., which is more than you guys seem to be ready for. Peter Santi of Richmond Advertising, Brooklyn, spotted this charmingly casual item in your ad in big, fat type which even a bright parakeet should have been able to read without bifocals:

Boys' dungarees
SALE 2 FOR $5.59
REGULARLY $1.98 EACH

Says Mr. Santi: "Macy's advertised 'bargains' are sure to bring in a flood of mail orders, but I'll wait to buy them after the 'sale' at the regular price of $1.98 each if they have any left."

Want to Earn an Extra Buck?

A recent advertisement by *The Farmer-Stockman* announces that the paper has 433,201 paid subscribers, says Trygve Dalseg of Trygve Dalseg & Co., Advertising, Oslo, Norway.

Writes Mr. Dalseg: "Considering the fact so ably documented by my friend Fred Gamble that the advertising agency profit is dwindling from year to year, I am always on the lookout for making an extra dollar, so please tell me how much Mr. Hunter pays his subscribers, and if there is any bonus for foreign readers, considering the language handicap. I suppose it is understood that we have to read the paper, at least the advertisements."

Well, we don't know, but if any of our readers are working their way out of college buying subscribers to this or any other magazine, feel free to call upon us. We could use a few bucks, too.

Overheard in the Viewing Room:

"It starts nowhere and gets there at the same time."

Who Needs It—Except Maybe Us?

Radio Station WBAI in New York City, a sponsorless FM station financed by subscriptions, scheduled a program recently titled, "Is Advertising Necessary?"

The program started off briskly with a little advertising for the station saying, "Please send us money—we need money to stay on the air."

New, Easy Way to Save Time!

"Here's that *extra hour* you've always wanted, but could never find," says a recent small-space advertisement for *Reader's Digest.*

"How often have you said, 'I wish there were more hours in the day'? How often have you noted other men who come into the office at 9 a.m. *with all that extra work done*—and asked yourself, 'How do they do it?'

"There *is* an answer to this puzzle. You *CAN* find the time to do what you've always wanted . . . and the painless plan that will do it is disclosed in the September issue of *Reader's Digest.* Wouldn't you like to know how to begin on it tomorrow . . . ?"

"Boy, we sure would!" we thought. "Let us at it!"

So dutifully following "Gerald Walker's own account of . . . this valuable discovery . . . " we rushed out to buy the September *Reader's Digest*, turned to Page 90, and breathlessly started reading. Sure enough, right near the beginning we found the golden words—*Reader's Digest's* magic formula for saving mankind two billion hours a day.

Get up an hour earlier, it said.

So that's been our trouble! All that lazy, slug-a-bed snoozing till 7:30 in the morning. All that decadent night-owling till 11 o'clock every night. No wonder the world has slowed down so much since electric lights came in! #

Tips for the Production Man . . .

This 'n' That

By Kenneth B. Butler

• A problem that frequently arises is to adapt an already produced ad to other publications having somewhat different dimensions. Supposing you have an ad but wish to make it narrower and deeper. Photo-typography is a fairly easy answer at half the cost of a new plate. You shoot sectional camera reductions as required, then strip up the old and new units to achieve the new dimensions. This is an art form developed by Bill Kucher, Ottawa, Ill.

• Here is a nutshell condensation of a study on preparation of art, type, engravings and duplicate printing materials for b&w newspaper reproduction. This report was made by a joint committee representing American Newspaper Publishers Assn. and American Assn. of Advertising Agencies.

In photography: Careful background preparation in relation to darkness or lightness of the subject; good lighting, restrained retouching.

Line drawings: Avoid hairlines, as they will not reproduce as such; avoid reduction in size beyond point of safety to insure drawn lines holding up.

Type: Avoid types with thin hairlines; avoid type that is too condensed; avoid screening type unless type is black and size is large; avoid use of type over a patterned background or background of busy detail; avoid type smaller than 8 point; for reverses, size the type 12 point or larger.

Black solids and reverses: Avoid large areas of solid blacks—better to screen background; don't engrave type if you can avoid it.

General: Give your engraver time to do a good job; check proofs carefully; make sure all high shoulders are removed; do not make engraving larger than original art; electrotype all body type wherever possible; in using mats make sure matmaker has given proper molded depth to allow for loss in necessary removals.

Many of the suggestions are admirably illustrated with good and bad examples. Copies of the report are being made available to all advertising agencies and to all daily newspapers.

• Should you and your typesetter and/or printer wish to connive to buy a few fonts of antique and ornate type faces for that occasional fillip, send for a little pamphlet of these gems from Typefounders Inc. of 1006 W. Madison St., P. O. Box 11313, Phoenix, Ariz. This folder pictures 30 really quaint type designs from the gay '90s and prior. Limited fonts are not so very expensive. These people offer a handi-box packet of sorts for Card Party, Admit One, Pass, Meeting, etc. for only five bucks. This selection they list as "Ding Bats for Soshal Meet'n's."

• Idea for a double flap that gives a die-cut effect to a folder without any die cutting at all. Idea used by Radio Advertising Bureau Inc. Very simple. A flap folds down from the top and a flap folds up from the bottom. The two fail to meet by (in this instance) a half inch. Headline printed on the main sheet peeks through aperture tying in with the illustrations on the flaps. The two folds do the trick. Makes a dramatically long presentation when completely unfolded. #

On the Merchandising Front . . .

The Man Marketing Doesn't Know

By E. B. Weiss

Since there is no real definition of what constitutes a shopping center, there is no way of determining how many shopping centers are now operating, and how many more will be in operation within the next two or three years.

E. B. Weiss

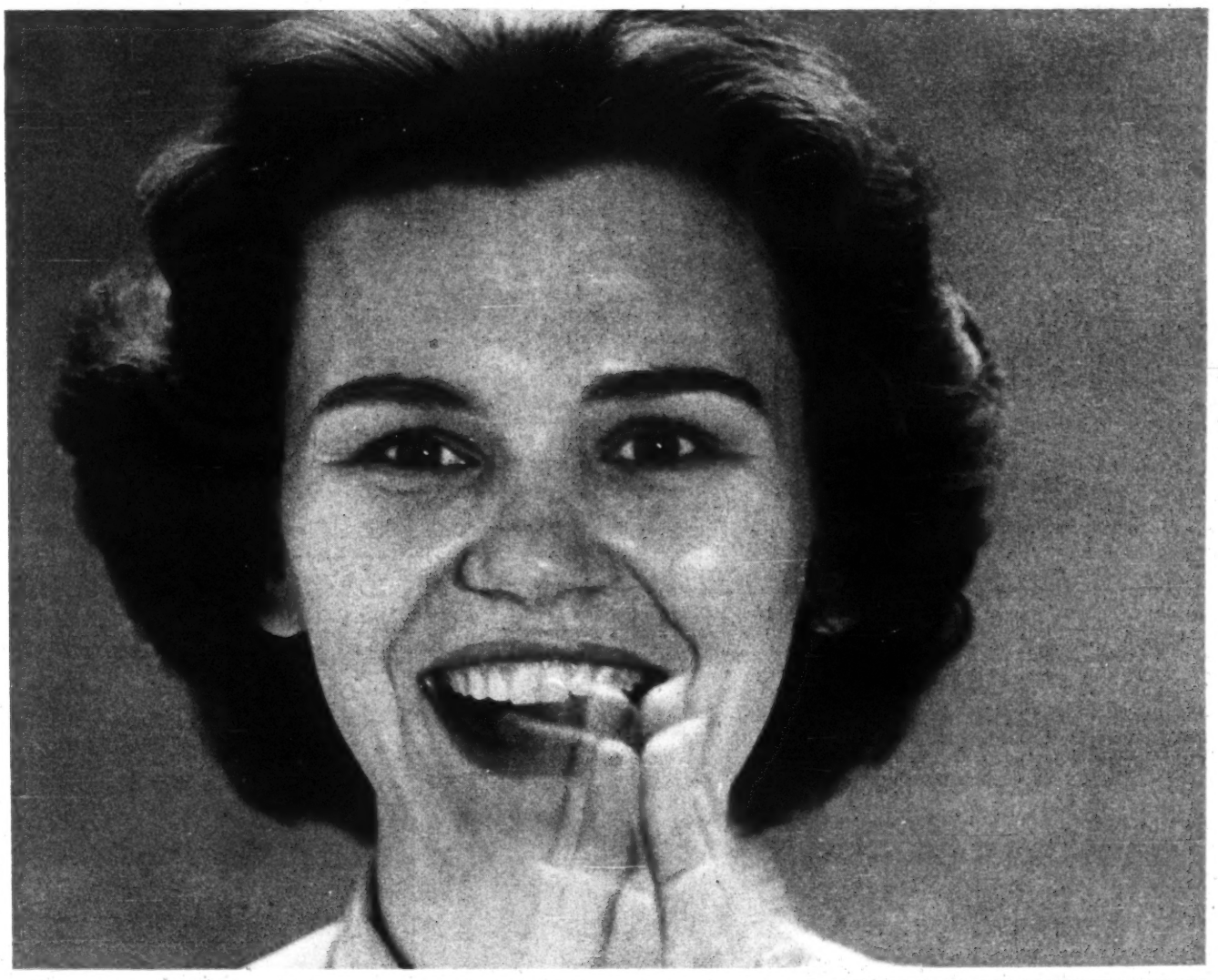
But it is probably a pretty safe guess-estimate to state that we have today a minimum of 2,000 shopping centers employing a full-time general manager. Moreover, perhaps well over 1,000 of these 2,000 shopping centers put at the disposal of the center's manager, or general manager, a staff of from two to a half dozen specialists.

This shopping center general manager —and his staff—comprise "the man marketing doesn't know." Few manufacturers have established more than the vaguest channel of communication with and to the shopping center and general manager. And even fewer really know *what* should be piped through this channel of communication.

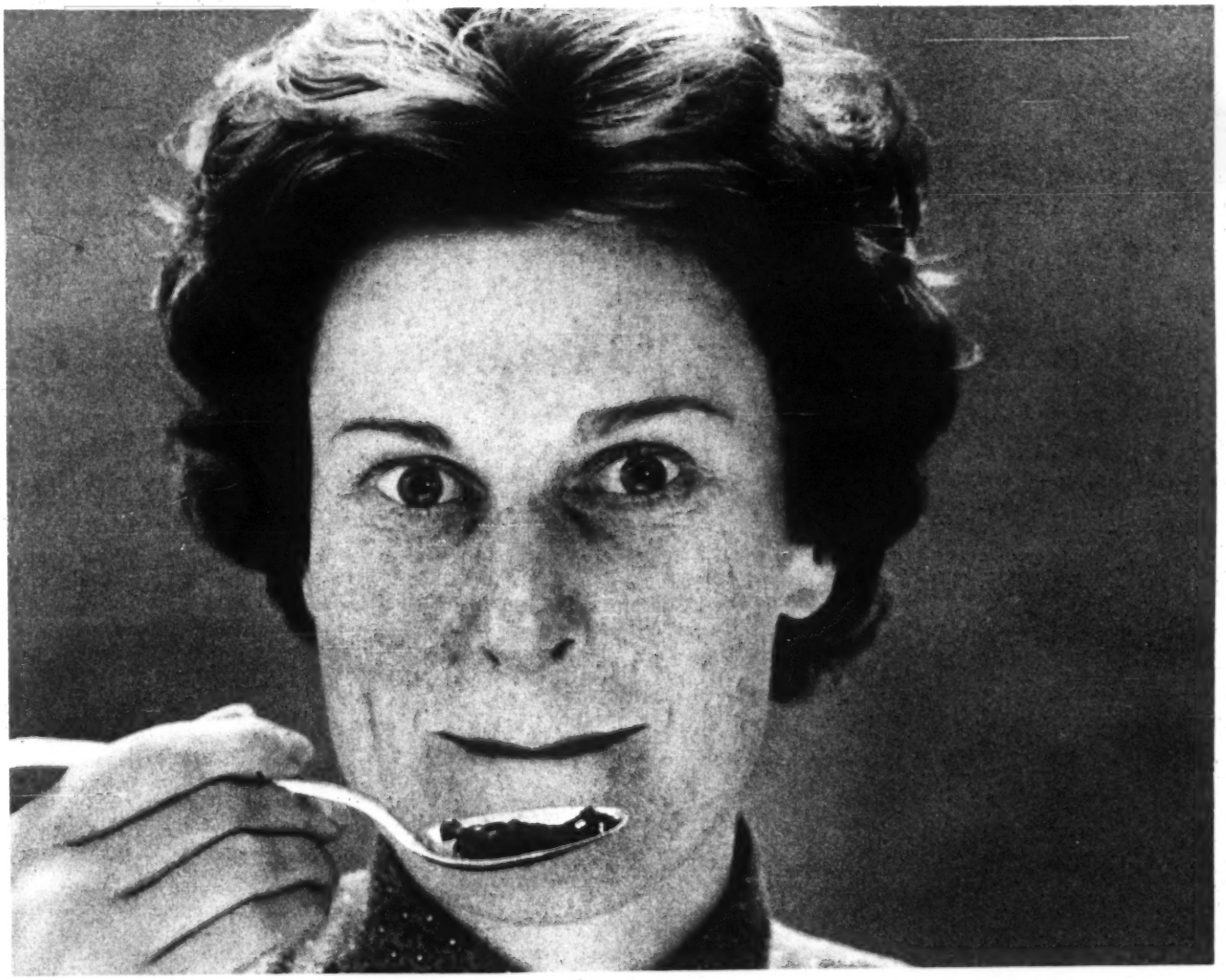
Now it is entirely true that many of the functions of this executive and his staff are not directly concerned with marketing. For example, a principal function will be that of engineering, which involves the maintenance of buildings and surrounding areas, including the parking areas. Other non-marketing functions will involve legal situations (checking, for example, on fulfillment of lease provisions by the center merchants); labor relations (negotiations with the various unions that may be involved in one way or another with the operation and maintenance of the center).

But as shopping centers increasingly

This lady liked the commercial,



but this lady ate it up



Some commercials get people to pay attention.
The best commercials get them to pay attention—and pay for the product, too.
People buy ideas: *selling ideas.*

YOUNG & RUBICAM, Advertising

compete with one another—and this, of course, is now the major competition of most shopping centers—there evolves upon the center's general manager and his staff the big function of helping to make the center more competitive. The various phases of this function may be handled entirely by the general manager in the smaller centers; in the great regional shopping centers he may have on his staff a sales promotion manager, a public relations manager, and even occasionally a so-called sales manager, to evolve and carry through events and programs that will bring more traffic to the center and that will help build an image for the center, create public good will, etc.

■ These promotional programs conceived and managed under the direction of the general manager of the shopping center, especially in the newer and larger centers, are giving to mass retailing some of the throbbing excitement that individual merchants provided in their own stores decades ago. The events range from major promotions that may involve a center-wide promotion, or that may bring in an ice-skating troupe or a great fashion show, to such small activities as making facilities available to local club women for their meetings.

It is these major promotional events for the shopping center as a whole, as well as some of the less-than-major promotional events, that are, obviously, of keen interest to the marketing executives of many manufacturers. Here is, really, almost a new form of retail promotion—a new form, incidentally, that will grow more rapidly over the next few years than will the number of shopping centers. Clearly, any new form of retail promotion opens up a new avenue of marketing, merchandising and promotional programming by manufacturers.

Now as I've said, these center-wide promotional events are under the executive wing of the center's general manager. In more and more centers, this promotional function will become even more important than the original functions of the center's general manager. Shopping centers that do not promote dynamically on a center-wide basis will deteriorate at a rate that simply cannot be tolerated.

It follows, therefore, that marketing must now come to know the shopping center's general manager and his staff better; must open up an efficient channel of communication to and with the general manager and his staff, which may include special personnel employed specifically to work with the center's personnel; must plan special events that will fit in with the developing requirements of the shopping center as a whole (some of these events will be on the grand scale), and then perhaps it may be necessary to provide a staff that will help the shopping center staff to put these events on the road. #

Learning from the Retail Ads . . .

Professionally Competent Institutional Ads

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Early in August, we showed here, and lauded, two ads of an institutional series by McCurdy's of Rochester, N.Y. Here is a pair from Chicago, equally notable as representatives of a series in a field in which distinguished institutional advertising rarely appears—namely, the retail field.

Institutional advertising for retail stores generally takes on the character of one of the following: empty boastings, irrelevant guff, or pandering to the local.

If stores write about themselves, they usually are uninteresting. If they try to be fancy with ideas that are supposed to snare the unsuspecting reader with guff, the reader usually never sticks to the ad long enough to find out what it's about. If he does find out what it's about, the point is usually so labored the store has no

chance to gain from cost of the ad. If the store panders to local organizations, the "filaments" of emotion that attach good will to a store from "appreciative" beneficiaries of the advertising are usually so tenuous as to be valueless.

■ Here are representatives of a distinguished group, I repeat. Why distinguished? Each illustration touches a familiar idea in the reader's mind, with sufficient impact to gain a satisfactory percentage of readers who will go further.

One ad, the bridal ad, is aimed at only a segment of readership. Nevertheless it is so different from the usual *bridal ad* with a gorgeous doll standing stiffly in a touch-me-not dress that almost anyone is apt to stop and read.

If the reader reads no more than the headline, and the astutely placed small subhead "(We plan 5000 weddings a year)", the store gets its money's worth. Even the male reader is apt to remember that Carson's plans 100 weddings a week. This idea is worth getting across.

The copy opening is excellent—an aphorism is present only to provide a springboard into pertinent copy at once. If the hit-and-run reader then jumps to the last paragraph or line, again something pertinent is said.

As we have often pointed out here, "curiosity" is the weakest generally of the five great headline ingredients, unless it is very well used. In the *bloodhound ad* it is well used.

Again, if the hurried reader gets only through the first paragraph, the point the ad was run to advance, is established. And the last line again gets in a worth while kicker to the main story.

Good advertising doesn't happen. It is calculatedly created. When it's really good, it conforms to the book, no matter how off beat or unusual, or how forthrightly projected it is.

■ This advertising would score well in any analysis against standards that would rate highly a straightforward, powerful merchandise selling ad.

It is interesting to note, too, that there is enough of the peculiar, distinctive, and specific, in these ads so that no other store could slap them in the paper without making some careful and pointed adjustments—another good mark of good advertising. Too many ads "sell" for every store in town, instead of only that store which pays for the ad. Congratulations, Carson's.

What They're (Really) Saying . . .

—By W. H. Everett

"That's nothin'. Wait'll ya hear about our coverage in Atlanta!"

Salesense in Advertising . . .

Story Still Needs Telling

By James D. Woolf
Creative Consultant

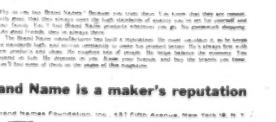
I can only guess, but it is my impression that a very large number of sensible people think a great deal of advertising is juvenile and silly and lacking in dignity—and not to be taken too seriously. Kid stuff.

James D. Woolf

The Brand Names Foundation page, which appeared in *The Saturday Evening Post*, does nothing to enhance the dignity of advertising. Evidently the foundation does not believe in the kind of advertising done by our most successful advertising agencies. They seem to believe that a cartoon or other "cute" device is the only way to flag the attention of the reader.

Not all advertising is frivolous and silly by any means; most of it is written in a sensible vein and is meant to be believed and respected. Advertising and brand name buying have a story to tell—a *good* story to tell—but the foundation doesn't tell it. It misses the boat by a country mile. Not only is the picture nonsensical,

Practical folks buy Brand Name products



A Brand Name is a maker's reputation

but the text is bromidic and tiresome.

Surely this campaign, which I presume is published in the defense of advertising, can set a better example. #

"FEW months ago Ollie came to me and said, 'Do you know the New York News has more high income readers than any other New York paper, and better than a half million in over-$10,000 families—more than three million in the over-$5,000 families?' So we started to use the News heavy, and it's paying out fine!"

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

FTC Rule Limits Ad Copy on Filters, B&W's Burgard Tells Creative Man

To the Editor: Ah! for the happy and carefree life of the Creative Man, who can write without regard to rules, regulations, or fact. I am sure that every copywriter who has struggled with a cigaret ad wishes that he had this freedom, and certainly this would apply to the writer of the Kentucky Kings ad on which the Creative Man commented in your Sept. 19 issue.

I would suggest, Mr. Editor, that you investigate what advertising periodicals your columnist reads, since it is evident that he is not familiar with the prohibitions of the Federal Trade Commission regarding the mention of nicotine and tar, although these prohibitions were reported and commented on at some length in Advertising Age earlier this year. We would, indeed, be most happy to include such a comparison in the Kentucky Kings ad were it permitted.

Your Creative Man, however, should have more confidence in ads which are published with full knowledge of the rules and regulations applying. Then he would not find it difficult to believe that a cigaret with an all-tobacco filter is different from a cigaret that is all tobacco without a filter. If the effectiveness of the Kentucky Kings all-tobacco filter were not in the same range as that of artificial filters, we would not be allowed to call it a filter. (You have undoubtedly noticed that filtration claims based on the extra length of tobacco have disappeared from certain campaigns for non-filter cigarets.)

To answer the Creative Man's question directly: Kentucky Kings were certainly not brought out as a sales gimmick, but as a result of years of research which, for the first time, permitted a cigaret to filter the smoke and still deliver an "all-tobacco taste," as is clearly stated in the ad. This is possible because tobacco smoke, as do many other substances, picks up the flavor characteristics of a filter as it passes through. The filter is now made of tobacco; ergo, the tobacco flavor is only enhanced as it passes through the all-tobacco filter.

I hope that the Creative Man is no longer puzzled and that he may have more sympathy and understanding for those other creative men who must write ads in conformance with existing regulations.

J. W. Burgard,
Vice-President, Brown & Williamson Tobacco Corp., Louisville, Ky.

•

To the Editor: In your Sept. 19 issue the Creative Man's Corner raised some questions about the new all-tobacco filter campaign for Kentucky Kings which brought back an experience of mine a number of years ago.

A large newspaper campaign had started for one of the first filter cigarets that I recollect besides those Russian ones we used to offer friends as a novelty. The brand doesn't matter.

At lunch one day, in a crowded dining room of a midtown New York hotel, I invited myself to sit at a table with a stranger who was wearing a convention badge that proclaimed him as a bacteriologist with one of the largest tobacco companies.

After finding out how important such scientists are to the proper curing and treatment of tobacco, I asked him what he thought of the current campaign on filter cigarets, and whether the filter really cut out any harmful "impurities."

True, or not, I have never forgotten his reply, which I quote as nearly verbatim as I can recall it:

"We have experimented for some time with various filters, and to tell you the truth, we don't have an instrument fine enough to measure the difference in content or 'purity' in what comes through a cigaret with a filter or one without one. The tobacco itself does a filtering job, and when the average person smokes the regular cigaret he leaves quite a long unsmoked portion. The person smoking a filter cigaret seems to smoke it right down to the filter itself.

(Laughingly) "The only advantage I can see to a filtered cigaret is that it costs less to make than one that is filled all the way with tobacco."

I don't vouch for the truth of this, any more than I do for many of the claims of advertisers, but I thought my experience might be interesting in view of all the current hullaballoo.

Paul Eager,
Management Consultant, New York.

• • •

He Would Like to Take Creative Man for a Ride

To the Editor: I read the Creative Man on the Chevrolet truck ad in the Sept. 26 issue, Page 160, of Advertising Age. I couldn't quite figure out what "trail" he was riding on.

I sell Chevrolet trucks and I like to think I'm pretty familiar with the subject. If he had been pounded for many years by a rough riding cab seat, I think he would be interested in hearing about a truck that eliminates this man-made torture. In this case, feeling is believing.

If he had an opportunity to ride in a new 1960 Chevrolet truck he would know what I mean. I think it is more believable if an actual owner makes a claim like this. If he is ever in the South, I'd like to take him for a ride in a Chevrolet truck. He'd know what I'm talking about then.

Oscar Crays,
East Point Chevrolet Co., Atlanta.

• • •

Comment on Chapel Ads Is 'Childish,' He Asserts

To the Editor: We are not happy about the comments referring to our chapel on Page 92 of the Aug. 15 issue of Advertising Age ("Peeled Eye Department").

Quote from Column 3, top of column, "They're conducting services on the California Zephyr, maybe."

This sort of comment contains the essence of ridicule, is childish and immature. It is unbecoming to our profession.

This type of "so-called news" is not in keeping with our purpose of advertising.

J. Elwin LeTendre,
Berkeley Hills Chapel, Berkeley, Cal.

• • •

He Tires of Glut of Format A Ads in Magazines

To the Editor: For an "advertising age"—at least the last ten years—I've been getting sick when I run through consumer and trade magazines and find old Format A ads on page after page. Sometimes I've wondered if "two-thirds picture—one-third copy" was not carved in stone over the door to every agency

business

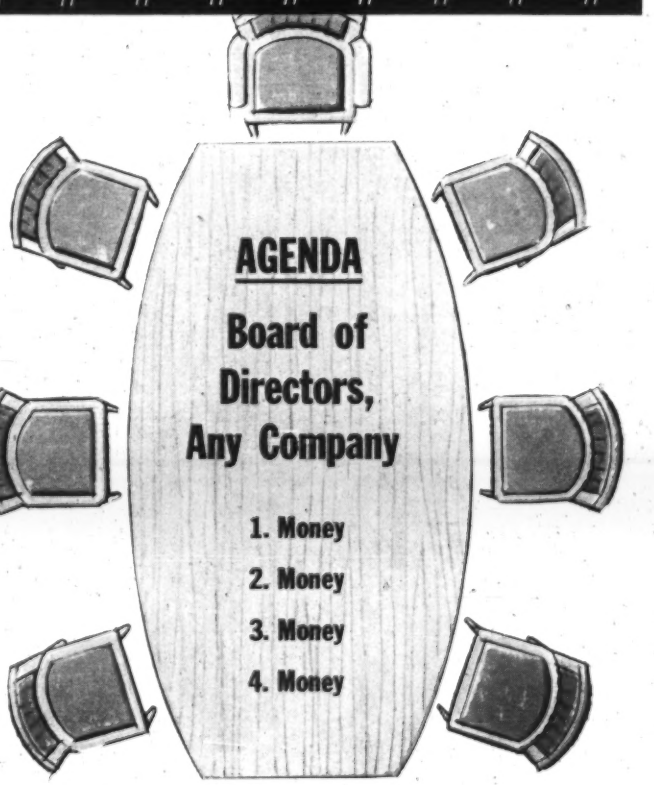
"A FACT OF LIFE"

"A fact of business life that is often forgotten is the greatly increased need now-a-days to communicate more intelligently with stockholders and other people in the financial world. It is certainly not enough to produce good products for sale to the consumer. The management of any company needs to tell its own special story and get across its own special personality to those people, including the small stockholder, so that management can, when further financial opportunities present themselves, take full advantage of new product possibilities and marketing opportunities.

By David B. Williams
President: Erwin Wasey Ruthrauff & Ryan, Inc.

"After all, a man's personal reputation is his most valuable asset. The same holds true, to my way of thinking within the business community. A company that has communicated successfully the idea that it is well managed, is soundly financed and knows exactly what it is doing certainly has every advantage on its side."

SPONSORED BY BARRON'S, THE NATIONAL AND FINANCIAL WEEKLY
A Dow-Jones Publication



Think of the directors of the companies you'd like most to do business with. Invariably, you will find at least one of the directors in each company is a professional in the world of money.

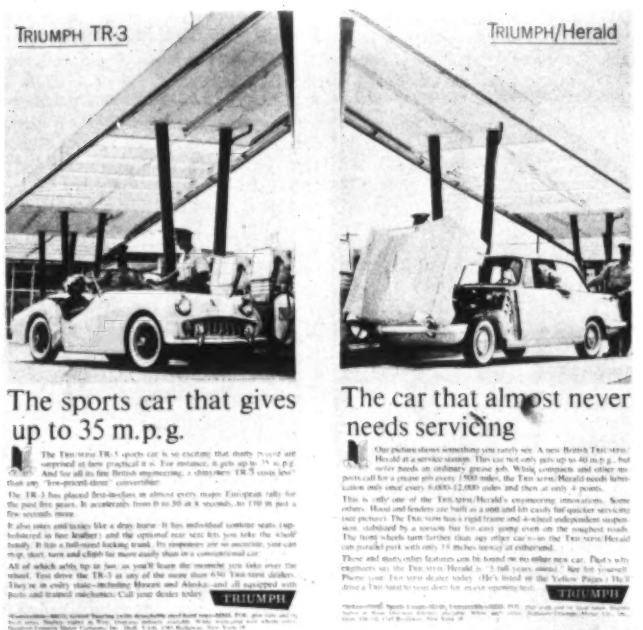
Money is the business of boards, so it's not surprising that top managements go so often to the financial community for corporate directors. It's not surprising, either, that so many advertisers use Barron's, the National Business and Financial Weekly, to reach these corporate directors . . . as well as people the directors are likely to turn to for advice: More than 25,000 Barron's subscribers serve on boards of directors, and over half of these influential people serve on two or more boards. More than a quarter, in fact, serve on three or more boards! Further, some 20,000 Barron's subscribers advise business organizations on financial matters.*

In Barron's, your advertising reaches over 100,000 financiers, businessmen and investors . . . the people others will ask about your company. Barron's can carry your message to these people—the core of the financial community—quickly, frequently and economically.

**These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.*

BARRON'S
. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway · CHICAGO 711 W. Monroe St. · BOSTON 388 Newbury St. · LOS ANGELES 2999 W. 6th St. · CLEVELAND 1325 Lakeside Ave.
A Dow-Jones Publication



AA Transposes Ads Set to Run on Facing Pages

To the Editor: [Regarding the Standard-Triumph ads in AA's Aug. 29 issue.]

When the cut was made the two ads were transposed, thereby destroying the tied-together illusion which the background was designed to create. The second pair of these ads is now set to run—initially in the Oct. 17 issues of *Time* and *U.S. News & World Report*.

If possible we would appreciate a correction being run comparing the first and second sets of ads.

Thanks so much for assisting us with our "keep clients happy" program.

Louise J. Gruber,
Doherty, Clifford, Steers & Shenfield, New York.

These are two-thirds page ads run on opposite pages to tie in the TR-3 sports car with the Triumph Herald economy car. The ads will run in Newsweek and Sports Illustrated as well as Time and U.S. News. The second pair in the series is shown above.

art department. There just aren't enough good pictures to warrant the flood of Format A I see week after week and month after month in all of the magazines not quite all) I read and scan.

I have suspected for years that agency art departments are equipped with layout paper already measured out two-thirds and one-third in assorted sizes to fit the pages of all magazines. With that pre-lined paper, all that is necessary is for the art director to make the momentous decision as to whether to run his copy in one, two or three columns. And, of course, select the right photo from his services.

It struck me in reading ADVERTISING AGE (Sept. 26) that agency

people must really believe that ad men are a very special breed.

I haven't bothered to measure, but AA is loaded with ads presumably prepared by ad agencies for their clients—and for themselves. Each one is meant to impress an ad manager—and there isn't a single straight Format A ad among the bunch. There are a few that approach it, but there is always some variation—some touch of creativity. And most of the ads show great creativity without going way out in left field. Why?

The answer to me is obvious. Agencies use this show of creative design to hook us unwary ad men and then, when they get us in the fold, they throw us into the "mill" and keep that one creative person busy on ads trying to hook some others.

If "design" (as contrasted with layout) is good for us, why isn't it good for the general public? Frankly, I believe it is. I believe it so firmly that one of my taboos with my agency includes the hackneyed A. Consequently, my agency (Heffner & Cook—a small but *creative* agency) keeps our necessarily (?) dry copy fresh looking.

Robert K. Maynard,
Manager of Advertising, Lawyers Title Insurance Corp., Richmond, Va.

Mr. Maynard sent copies of some ads Heffner & Cook created for his company. We have reproduced two of them above.

• • •

Stress Ad Industry's Aid to Country's Life, He Says

To the Editor: The frenzied rush into speech and print by advertising bigwigs (1) explaining that advertising isn't really as bad as it's made out to be by unfriendly critics and/or (2) exhorting advertising to shape up or slip out is getting too much of a helping hand from AA. Better to expand those features and news stories which tell about and show how practical-minded advertising men are pursuing their jobs of creating effective advertising that produces profitable results, by conveying their ideas in credible, intelligent fashion.

Advertising has nothing to fear, in terms of "public image," if it makes a constructive contribution to the life of our country—economicaly, culturally, socially. Perhaps some advertising men don't make that contribution because they don't know what it means. Show them, week in and week out, prime examples of this, and familiarity may lead to imitation.

Stanley Moss,
Homeowners Institute, Portland, Ore.

• • •

We Misspelled His Name, But He Is Flattered

To the Editor: I was pleased to note your coverage of the Dwight Holmes merger with Advertising Inc. of Florida (AA, Sept. 26), but could not resist calling attention to the misspelling of my name.

Frankly, this mistake not only gave me and my associates a hearty chuckle, but proved beyond the shadow of a doubt, the power of the press.

Being an advertising man, I could hardly ask more than to have my name changed from Frank Barnes, to Frank "Branes."

Among others, a letter from a former colleague, Edward A. Falasca, vp of the Bureau of Advertising, ANPA, had this pointed comment to make, "Don't you think you're overdoing the 'image' bit?"

I am not given to writing "letters to the editor," but I felt that the reaction I received to a simple transposition warranted comment.

Frank T. Barnes,
Executive Vice-President, Advertising Inc. of Florida, St. Petersburg.

• • •

Transistor Radio Cheesecake Doesn't Send Him

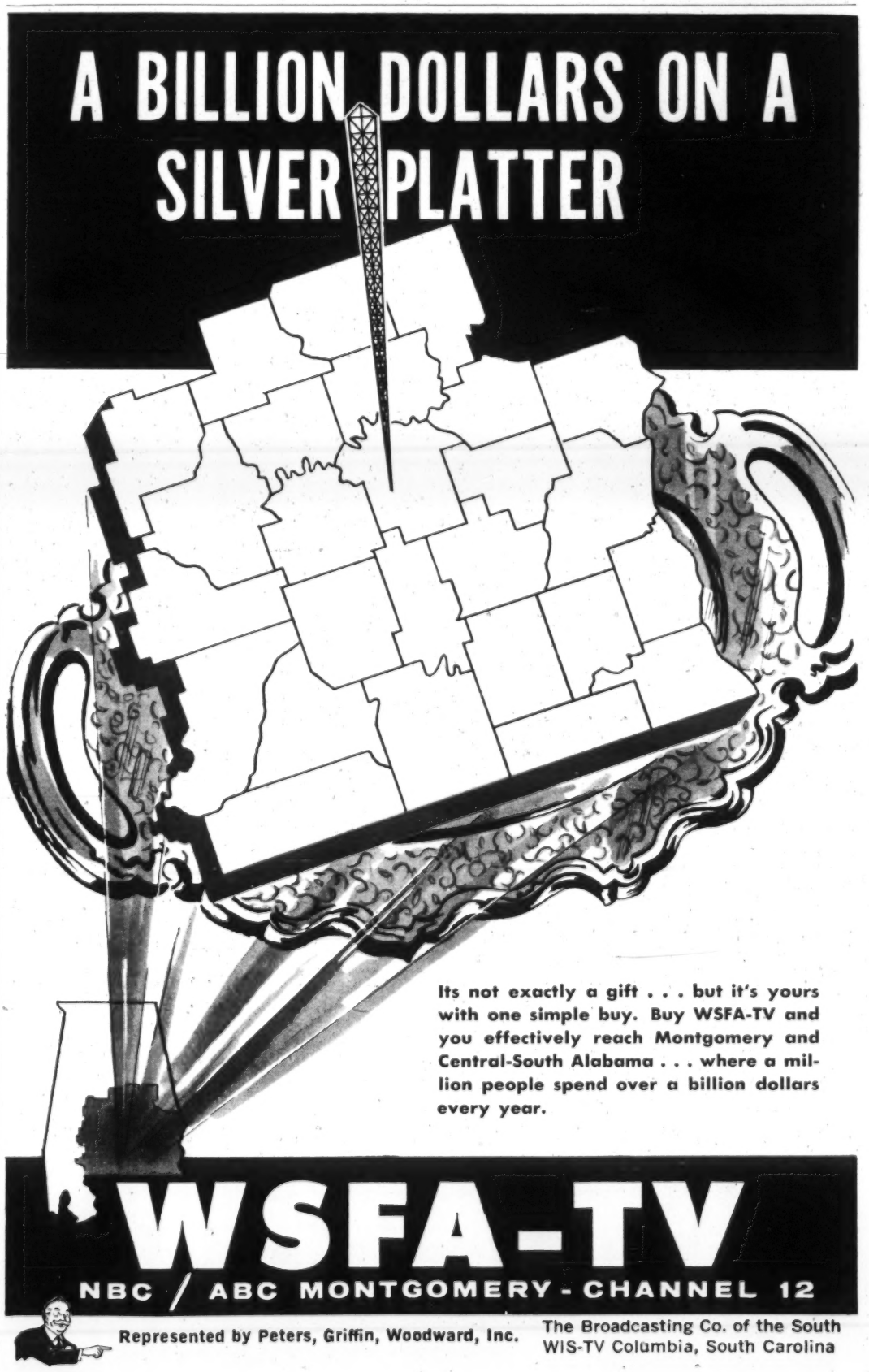
To the Editor: Re: Photos of vest pocket transistor radio shown in "Photo Review of the Week" AA, Sept. 19.

It has been a long while since I've bought a radio and I'm sure I'll never buy one of "those."

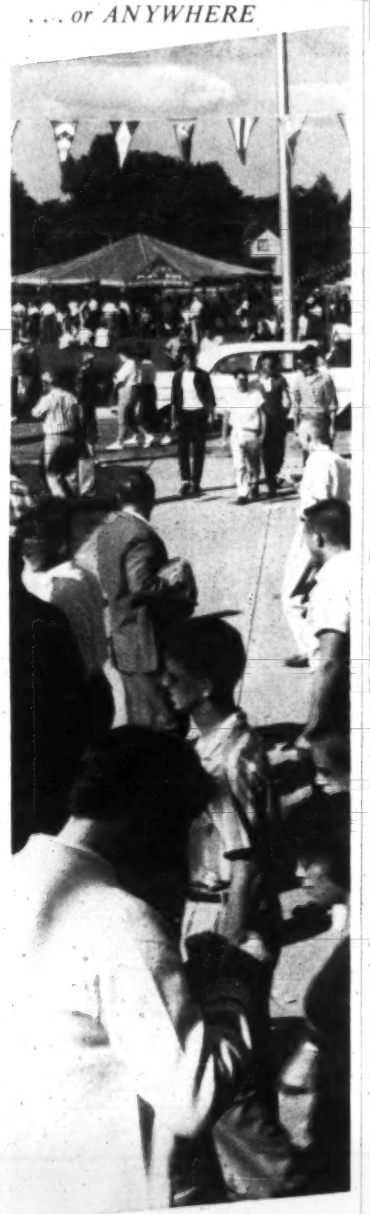
The model is poorly chosen for the first two shots and the second two show nothing but very bad taste. I believe this type of campaign speaks badly for the advertising and photographic industries. This is *badvertising*. To think a large corporation would stoop so low.

The photos could be cheesecake, but with the radio shown they are cheap trash!

Ralph L. Clifford,
Director of Advertising, Sinclair & Valentine Co., New York.



At the ORPHANS' FEAST . . . or ANYWHERE



Of all the folks you see from ABC Cincinnati . . .

7* OUT OF 10 read the CINCINNATI POST TIMES-STAR

*B. L. Schapker Market Research

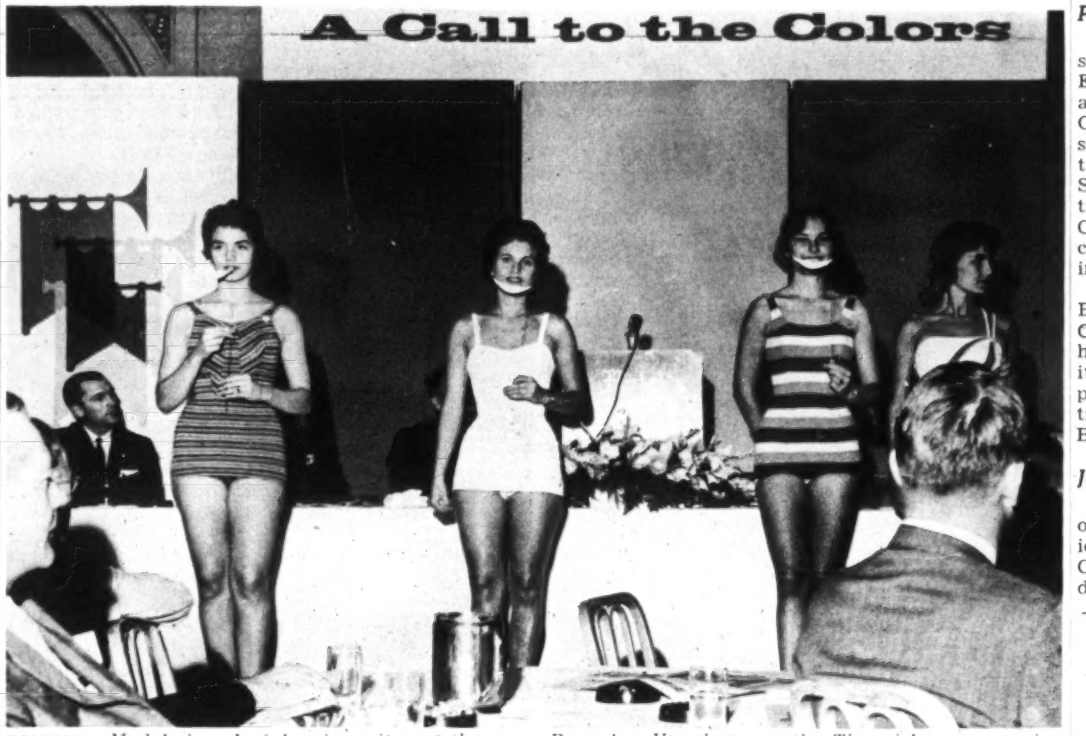
Total ABC circulation, the largest daily in Cincinnati history . . .

273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

A Call to the Colors



COLORFUL—*Models in colorful swim suits put the accent on color at the newspaper color forum, "A Call to the Colors," held by the Times and World-News, Roanoke, Va., last month. The girls are wearing extra "smiles" in the form of small masks to stress happy results with color.*

Nielsen Network TV

Two Weeks Ending Sept. 4, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	15,142
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	14,148
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,837
4	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	11,345
5	77 Sunset Strip (Several sponsors, ABC)	11,210
6	Summer Olympics, Friday 9 p.m. (Several sponsors, CBS)	11,029
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	11,029
8	The Untouchables (Several sponsors, ABC)	10,893
9	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	10,848
10	Armstrong Circle Theater (Armstrong Cork Co., CBS)	10,351

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	33.5
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	31.3
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	28.4
4	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	25.1
5	77 Sunset Strip (Several sponsors, ABC)	24.8
6	Summer Olympics, Friday 9 p.m. (Several sponsors, CBS)	24.4
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	24.4
8	The Untouchables (Several sponsors, ABC)	24.1
9	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	24.0
10	Armstrong Circle Theater (Armstrong Cork Co., CBS)	22.9

Nielsen Average Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	14,057
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,662
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	10,441
4	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	10,215
5	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	9,628
6	77 Sunset Strip (Several sponsors, ABC)	8,950
7	Wanted, Dead or Alive (B&W, Kimberly-Clark, CBS)	8,950
8	What's My Line (Kellogg, Sunbeam, CBS)	8,724
9	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	8,678
10	The Untouchables (Several sponsors, ABC)	8,588

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	31.1
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	25.8
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	23.1
4	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	22.6
5	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	21.3
6	77 Sunset Strip (Several sponsors, ABC)	19.8
7	Wanted, Dead or Alive (B&W, Kimberly-Clark, CBS)	19.8
8	What's My Line (Kellogg, Sunbeam, CBS)	19.3
9	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	19.2
10	The Untouchables, (Several sponsors, ABC)	19.0

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

'Newsweek' Names Two

Claude R. (Gus) Hammonds Jr., formerly with Collateral Advertising Services, Pittsburgh, has joined the international advertising sales staff of *Newsweek* in Cleveland. Tony Clarke, free lance writer, has joined *Newsweek's* advertising promotion staff in New York in a marketing capacity.

Salmons to Fletcher, Wessel

Ronald L. Salmons has joined Fletcher, Wessel & Enright Advertising, St. Joseph, Mo., as account executive and member of the agency's new business department. Mr. Salmons was formerly in the marketing department of the Tidy House division of Pillsbury Co.

Rizzo Joins Pollack

Tony Rizzo, formerly commercial manager of Ogilvy, Benson & Mather, New York, has joined Lew Pollack Productions, New York.

3 Stations Name Young TV; Peavey Joins Representative

The California-Oregon Television Trio, comprised of KIEM-TV, Eureka, Cal., and KOTI-TV, Klamath Falls, and KBES-TV, Medford, Ore., has appointed Young Television Corp. its national representative. The group, owned by William Smullin, was formerly handled nationally by George P. Hollingbery Co. Art Moore & Associates will continue to represent the stations in the Northwest.

Young TV has appointed William B. Peavey to the new post of West Coast manager for television, and he will make his headquarters in its San Francisco office. He was previously a senior account executive in the San Francisco office of Blair TV.

Jaffe Joins Audits & Surveys

Laurence J. Jaffe, formerly vp of Market Research Corp. of America, has joined Audits & Surveys Co., New York, as vp in charge of developing new research services.

in Westchester
the new view is important

WESTCHESTER'S MORNING NEWSPAPER
DAILY TRADER
55 Church St., White Plains, N. Y.

REPRESENTED NATIONALLY BY
RALPH R. MULLIGAN
NEW YORK·CHICAGO·DETROIT·LOS ANGELES

"The Jackson TV market area's economic potential is amplified by the South's traditional warm hospitality."

Miss America, 1959

MARY ANN MOBLEY

Brandon, Mississippi

WLBT Hollingbery **3** **WJTV** Katz **12**

Serving the Jackson, Mississippi, Television Market

What Volume of Ads Is Adequate? Cook Asks ARF

(Continued from Page 1)

tisers, confronted with the profit squeeze, are taking a long, hard look at every corner of their businesses, and since the marketing corner represents "the biggest discretionary expense for many of us," this is "where the ax usually falls when there is trouble. And often the trimming goes beyond excess fat and becomes crippling amputation."

Mr. Cook, speaking for the nation's third largest national advertiser, said business management needs answers to this question, particularly with regard to established brands. "Take my own company, for example," he said. "Some of our products have been advertised for half a century—and longer. We have built successful brand franchises, and we are fully aware that a brand image must be fed to be sustained.

▪ "What I would like to know is: How much feeding and what kind of diet of advertising and promotion are necessary on a sustaining basis?"

Mr. Cook pointed out that answers to this question would help companies answer stockholders who say they want advertising cut to get higher dividends, employes who say they want advertising cut to get higher pay, and consumers who say they want advertising cut to get lower prices.

The GF executive, who noted that his company is increasing its market research expenditures 35% this year, also called for research in the area of qualitative advertising.

"Since the growing attacks on and defense of advertising cannot possibly really resolve the matter, why don't we initiate some definitive research that will produce answers?" he asked. "That research should cover the point of good taste as well as believability.

"We need to know which advertising approaches not only may be driving away some of the users of the specific product involved, but also to what extent the confidence of the consuming public in all advertising is undermined when the confidence-inspiring effect of obvious honesty and the strength of the quiet, simple statement are abandoned." #

Gulf Oil Names Sheldon Advertising Coordinator

Paul W. Sheldon has been named advertising coordinator for all domestic and international advertising, media research and ad planning of Gulf Oil Corp., a new position. He also will be vice-chairman of a new ad committee to include Craig Thompson, pr director, chairman; R. A. Hunter, administrative vp, marketing; and B. W. S. Dodge, director of advertising and sales promotion, domestic marketing.

Paul Sheldon

Mr. Sheldon, formerly a member of the public relations department, now will be located in Pittsburgh.

Neal Joins Stedman Mfg.

John Neal has joined Stedman Mfg. Co., Asheboro, N.C., as national sales manager—retail. Mr. Neal was formerly president of Hege, Middleton & Neal, Greensboro agency.

Eversharp, Compton Agree to Drop 'Boxing Glove' Ads

WASHINGTON, Oct. 7—Eversharp Inc. and Compton Advertising today threw in the towel and accepted a consent order by the Federal Trade Commission forbidding them to use their "boxing glove" tv commercials to push Schick razors.

Under the order announced by FTC today, Eversharp and Compton are forbidden to use untrue demonstrations which indicate that the Schick safety razor is safer than other razors, employing untruthful statements or deceptive methods to knock competitors, or to forecast dire consequences for users of competitive razors.

The order applies to Eversharp and Compton representatives, agents and employes. In addition, it is directed specifically against E. E. Ettinger, Eversharp vp; John Hise, Compton vp; and Alex Hoffman, former Compton account executive on the Schick account.

When the complaint was issued last March, it named Mr. Hoffman as account executive. While today's order finds he is no longer with Compton, the commission directed the order against Mr. Hoffman as an individual.

▪ This is the third settlement in the nine major advertising cases lodged by FTC at the peak of the tv investigation early this year. Two previous settlements, also by consent order, involved Brown & Williamson and Ted Bates & Co. for Life cigarets, and Standard Brands and the Bates agency for Blue Bonnet margarine.

An initial decision has been issued proposing a cease and desist order against "invisible shield" ads for Colgate dental cream. Other cases are still in earlier stages of litigation.

▪ FTC first jabbed at Schick and Compton in March. At that time the commission charged that the Schick tv ads scare buyers away from other razors. The commercial, which FTC attacked, showed the Schick razor gliding safely over a boxing glove, while another razor cuts the leather (AA, March 24).

The commercial featured Ingemar Johansson, ex-heavyweight boxing champion, and Bud Palmer, an announcer. As Mr. Palmer runs an "old style round-head razor" across the ex-champion's glove, it cuts the surface, and Mr. Palmer declares: "Look, if that can happen to this glove, think what could happen to your face."

▪ FTC's objection to the demonstration was that it did not "duplicate, in any manner, the conditions of actual use.

"The use by the respondents of said demonstration, including the statements and representations used in connection therewith, has the tendency and capacity to unduly frighten and alarm prospective purchasers of competitive razors with respect to the consequences which may result from the use of said competitive razors."

▪ Eversharp and Compton filed official answers in April denying the FTC charges. The replies contended that the commercial "validly illustrates and represents that in shaving, the unshielded blade corners of the matador-type (competing) razor can, whereas the shielded blade corners cannot, cause nicks and cuts" (AA, May 2).

Consent orders are for settlement purposes only, and do not constitute an admission of guilt, but they have the same legal standing as any other cease and desist order. #

Last Minute News Flashes

Braniff Switches to C&W from Potts-Woodbury

DALLAS, Oct. 7—Braniff International Airways has named Cunningham & Walsh, New York, to handle domestic and international advertising. The account, billing $1,000,000-plus, was formerly with Potts-Woodbury Inc., Kansas City.

Wynn's Friction Proofing Shifts to EWRR

AZUSA, CAL., Oct. 7—Wynn's Friction Proofing, marketer of a line of automotive chemical products, has named Erwin Wasey, Ruthrauff & Ryan, Los Angeles, to handle its account, expected to bill more than $500,000, effective Jan. 1. EWRR won over seven other agencies. The account has been handled by Kennedy, Walker, Beverly Hills.

F&S&R Resigns Waring Products Account

NEW YORK, Oct. 7—Fuller & Smith & Ross has resigned its portion of the Waring Products Co. account, effective Dec. 31. It has handled the Waring Blendor, Ice Jet, drink mixer and coffee mill since April, 1958. In its two-sentence press release, the agency pointed out that the account had billed less than $60,000 so far this year. The company will announce a new agency within a few days. Its other agency, Maxwell Sackheim-Franklin Bruck, handles Waring's Guardaire air purifiers.

Newspaper Push for Camels Includes All Weeklies

NEW YORK, Oct. 7—R. J. Reynolds Tobacco Co. has scheduled two 500-line ads in every weekly newspaper in the U.S. for Camel cigarets. The first ad—scheduled in some 8,000 weeklies and telling the "basic Camel copy story"—will break about Oct. 17. Camel also has 800-line b&w ads running in about 200 Sunday newspapers, and also is using some r.o.p. color newspaper pages in selected markets. William Esty Co. is the agency.

Lever Bros.' New Reward Cleaner to JWT

NEW YORK, Oct. 7—Lever Bros. continues its new product entries (AA, Oct. 3) with the introduction of Reward, an all-purpose liquid cleaner containing ammonia and especially designed for heavy cleaning chores, in Rochester and Des Moines. Spot tv and newspaper ads are scheduled in both markets. Reward is assigned to J. Walter Thompson Co., the third new product given to JWT this month; others are Starlight shampoo and Mrs. Butterworth's syrup.

Donahue & Coe Gets Two New White King Items

LOS ANGELES, Oct. 7—White King Soap Co. has appointed Donahue & Coe to handle advertising for two new products, White King Jet Starch and White King Soft 'N Fluff. Erwin Wasey, Ruthrauff & Ryan will continue to handle all other White King Products.

H. K. Porter Corporate Account Moves to D'Arcy

PITTSBURGH, Oct. 7—H. K. Porter Co. has moved its corporate ad account from Erwin Wasey, Ruthrauff & Ryan to D'Arcy Advertising Co., Cleveland, which already handles one Porter subsidiary, Patterson-Sargent Paint Co. George Thompson will be account executive. The corporate account bills $150,000. The program for the rest of the year calls for continuation of the schedule in the *Wall Street Journal*, but the dropping of additional publications. Porter's total ad budget is around $1,000,000.

Colt's Fire Arms Returns to Wilson, Haight

HARTFORD, CONN., Oct. 7—Wilson, Haight & Welch has reacquired the Colt's Patent Fire Arms Mfg. Co. account, and Colt's ad manager, Mervin O. Nair, has moved over to the agency. The account was resigned by Erwin Wasey, Ruthrauff & Ryan, New York, because of a $50,000 cut in Colt's ad budget. Wilson, Haight remains the agency for O. F. Mossberg & Sons, New Haven, whose account created a conflict of interest for the agency when Colt's reentered the long gun field in 1958.

Bissell Names King; Other Late News

• **Bissell Inc.**, Grand Rapids, has appointed Peter J. King director of marketing. Formerly director of new products, Mr. King now will head sales, advertising, traffic and sales promotion. His appointment follows a number of marketing staff changes in the past few months. William B. Rose resigned in August as vp of marketing (AA, Aug. 29), and William B. Fors, director of advertising, and Robert E. Gray, sales manager, left the company in June (AA, June 13).

• **R. S. Wheeler** has joined Best Foods division of Corn Products Sales Co., New York, as vp and marketing director in charge of new products, a new title. He was formerly vp of advertising for the Boyle Midway division of American Home Products.

• **Hertz Corp.**, Chicago, in late October will start advertising in the Chicago area to promote the opening of its first Hertz Rent-All office Nov. 1. Other local campaigns will promote offices as they open in other principal cities at as yet undetermined dates. Newspapers and the Yellow Pages will be used mainly, with no national advertising planned. The new service will rent a miscellany of household equipment: Tv sets, sickroom and nursery equipment, reducing aids and party goods including "prestige" items such as antique silver and milk glasses. Norman, Craig & Kummel, New York, is the agency.

• **General Wine & Spirits Co.** (Meyers rums, Wolfschmidt vodka), a division of the House of Seagram, has named Sandford Greenwald, formerly an account executive with Benton & Bowles, New York, its national ad manager. He replaces Jon Sobotka, who held the title of director of advertising and sales promotion. Mr. Sobotka has resigned to live on the West Coast (AA, Oct. 3).

• **Raymond Myerson**, general sales manager of Helene Curtis Industries, Chicago, has resigned after 15 years with the company because of "policy differences." He has not announced his future plans and a successor has not been named.

• **Emmet O'Neill** has been named marketing manager of the foods division of Armour & Co.—a new position. He formerly was manager of local market development.

• **Samuel B. Vitt**, vp at Doherty, Clifford, Steers & Shenfield, has been promoted to media director of the agency. Formerly with Biow Co., he joined Doherty, Clifford in 1956 as a time buyer and was named vp and associate media director early this year.

Sales Execs Adopt Dues Remission Plan for Clubs

Would Help Local Units Financially; Group Also Plans Change of Name

CLEVELAND, Oct. 4—In line with its plans to re-evaluate the activities of National Sales Executives and to "take a complete new look at the organization and its activities," NSE directors at their fall meeting here this weekend took two important steps:

• **1.** They approved a change in the association's name—to Marketing and Sales Executives—and will effect the name change through an "orderly transition." This will be held in abeyance indefinitely, however, because it requires a change in the organization's constitution. The club said its long-range planning committee is making a "depth-study" of its entire structure and expects to make further recommendations to directors at their February meeting. Constitutional and by-law changes that may be required will be considered at a membership meeting in May.

• **2.** NSE directors adopted a plan of "assistance participation" with local affiliated clubs which involves remission of dues "to help pay for activities they are conducting locally which we can't do nationally," Fred Emerson, NSE president and vp of Spartan Saw Works, Springfield, Mass., told ADVERTISING AGE.

The scale—based on gross membership payments to NSE by individual clubs—calls for remission of about 2% of national gross dues payments of $3,750; 7% on $7,500; 8% for $15,000; 18% for $30,000 and 27½% for $45,000. Remission for chartered clubs with minimum membership will be a flat $25 a year, NSE said.

NSE added that the program applies to all clubs and does not involve a change or revision in current dues structure.

The dues remission plan recalled the hassle which developed a year ago between the Sales Executives Club of New York and National Sales Executives over the national organization's dues structure. The New York organization, with 3,000 members, decided it would pay the national $25,000 ($15 per head for the first 1,000 members and $5 per head for the remaining 2,000), rather than the straight $15 per head which it has been paying.

▪ The conflict has not yet been finally settled, the last move having been appointment of a joint committee by the local and national clubs, which so far has not developed a solution. Under the "remission" plan adopted in Cleveland, dues for a 3,000-member club would be approximately $32,625—just about half way between the former $45,000 and the offered $25,000.

President Emerson, however, assured ADVERTISING AGE that the plan adopted at the board meeting was not designed specifically to solve the New York situation. "Local clubs," he said, "and particularly the larger ones, require extra funds for paying secretarial and office fees, for conducting educational projects, etc. We think it only fair to help them in this way to do worth while things which the national organization is not able to do for them."

The dues remission program, which does not require any change in the constitution or bylaws, can go into effect immediately. #

Weed Savage Stern Yoffie Milburn Stolpe Dalgin Niederkorn Staley Shehan Fuhrmeister Wade Wright Truax Bertsch

NEWSPAPER PROMOTERS—*Newspaper executives attending the western region workshop of the National Newspaper Promotion Assn. in Las Vegas were Robert N. Weed, San Fernando Valley Times Today; George W. Savage, San Bernardino Sun Telegram; Daniel K. Stern, San Jose Mercury News; Norwin S. Yoffie, Pasadena Independent Star-News, and newly elected president of the western region, National Newspaper Promotion Assn.; William S. Milburn, Tucson Star Citizen; Bert Stolpe, Herald & Glendora Press, Azusa, Cal.; Edward S. Niederkorn, Portland Oregonian; Dan Shehan Jr., Press Enterprise, Riverside, Cal.; Eugene Dalgin, manager, Ridder-Johns; Dorothy Staley, Santa Monica Outlook; Dinwiddie Fuhrmeister, Tacoma News Tribune, and newly elected vp, western region, NNPA; Lawrence L. Wade, San Francisco Chronicle; William V. Wright, Las Vegas Review-Journal; Earl R. Truax Jr., St. Paul Dispatch Pioneer Press; and Robert Bertsch, Register-Guard, Eugene, Ore.*

Burnett Advises How (How Not) to Be Copy Pro

(Continued from Page 1)

tising was just invented yesterday," Mr. Burnett said.

"To spell out the modern man's creative opportunity as I see it, I first have to tell you where I think a lot of creative people go astray. This applies equally to both print and tv writers.

"First—what often happens is, the writer becomes too self-consciously professional when he puts a sheet of paper into a typewriter or chews a big black pencil with a piece of white paper staring him in the face. He seems to say solemnly to himself, 'Now I am about to write a piece of copy,' or a commercial, as the case may be.

"His muscles tighten. That gray stuff in his skull starts to jell and he starts to itch in strange places. He changes from a human being into a copywriter.

■ "As a result of this deoxidization, and ossification," Mr. Burnett said, "what comes out is likely to be one of three things:

"1. A dull recital of self-evident facts.

"2. A high falutin' rhapsody or plain bombast.

"3. A demonstration of his own cleverness with words.

"If he wrote letters to his friends in the same tone of voice, he wouldn't have very many friends very long. . . .

"There is no excuse for the writer writing a dull piece of copy or a dull commercial because 'That's how our client is' or 'they make us put in all that junk.'

"The real pro in this business is the guy who can take the stickiest sort of writing job—like the one where a client almost guides the writer's fingers—and make it something effective, and at the same time, keep his self-respect as a writer. That's what 'being creative' means—it means being creative about how you're creative!

■ "Save me from the writers who want it all their own way! Save me from the cry-babies!

"As I have observed it, great advertising writing, either in print or tv, is always deceptively and disarmingly simple.

"If you are writing about baloney, don't try to make it Cornish hen, because that is the worst kind of baloney there is. Just make it darned good baloney.

"Not only is great copy 'deceptively simple'—but so are great ideas. And if it takes a rationale to explain an ad or a commercial —then it's too complicated for that 'dumb public' to understand.

"I'm afraid too many advertising people blame the public's inability to sort out commercial messages or advertisements in magazines on stupidity. What a lousy, stupid attitude to have!

"I believe the public is unable to sort out messages, not just because of the sheer flood of messages assaulting it every day, but because of sheer boredom!

■ "If the public is bored today—then let's blame it on the fact that it is being handed boring messages created by bored advertising people.

"Having worked many, many years for peanuts and in obscurity, I think I know how a lot of writers feel today and I sympathize with them. But I also wonder if a lot of writers aren't downright spoiled.

"Far too many writers today expect to sit behind their typewriters and be handed all the raw materials they need to build their copy. They expect the merchandising department to bring them all the marketing facts, the account men to bring them all the policy facts, the media men to bring them all the media facts, and the research men to bring them everything else. From this great collection of information they will write a piece of copy; and if they need anything or want the copy taken any place, their traffic or service departments will see that they don't have to run around with a piece of copy.

"It wasn't always so. The copywriter had to do much of his own researching. He had to, on occasion, even run around with type proofs and see that they got where they belonged. And of course, he had to read all his own proofs to make sure that everything was right.

■ "It seems to me that copywriters lost a lot of the feel for their advertisements when they stopped this running around. It seems to me that a great many people would be better writers if they didn't think that their function began and ended behind a typewriter. Curiosity about life in all of its aspects, I think, is still the secret of good creative people.

"I have always made a fetish of thoroughness. A thing that separates the men from the boys, in my opinion, is the ability to follow through and make sure all the buttons are in place.

"Nothing can take the guts out of a good idea faster than a sloppy job of execution. As you know, far better than I, nothing is more burdensome to creative directors when copy is turned in to them than having to unravel syntax, rearrange product facts in their proper order and cope with obscure and irrelevant graphic concepts.

"Also, many's the fire that has sprung up in meetings with clients simply because somebody forgot to check the accuracy of a minor copy point, or mistakenly used an obsolete version of the logotype, or overlooked any one of the dozens of fly-specking operations involved in turning out a well-tailored ad or commercial.

"If this sounds like sermonizing, it's probably because it is. If someone had given me such a sermon when I was starting in this business, it would have saved me a great many headaches early in life, but I had to learn it the hard way."

Delco Consumer Contest Promotes Battery Inspection

A trip to Hollywood for two, plus cash and participation in a network tv show is being offered as first prize in a contest, launched this month by General Motors' Delco-Remy division, Anderson, Ind. In addition to participating in either "Stagecoach West" or "The Islanders" (both ABC-TV), the winner will be awarded $2,000. Other prizes include five awards of $1,000 each, five of $500 and 100 awards of $100.

Contestants may obtain entry blanks from a Delco dealer or use coupons appearing in ads for the contest. Each entry, with completed limerick, must be stamped by a Delco dealer as evidence of a battery inspection.

Stroh Promotes Wagoner; Names, Then Loses Davis

DETROIT, Oct. 6—Stroh Brewing Co., which recently appointed H. S. Wagoner to the new post of vp of marketing and Charles C. Davis Jr. to vp in charge of sales, lost Mr. Davis before he was due to join the company Sept. 15.

The Stroh management would not comment on Mr. Davis' decision, nor on whether Mr. Wagoner, who had been vp in charge of sales for the past 10 years, would take over Mr. Davis' job. Stroh previously announced the appointments of Messrs. Wagoner and Davis and said that Mr. Wagoner's new post would give him charge of sales, advertising, sales promotion and marketing research.

H. S. Wagoner

■ Mr. Davis, who is back in Milwaukee, told AA that shortly after he had agreed to join Stroh he decided to accept an offer to join another firm as president and part-owner. He wouldn't name the other firm, but said it was not in Milwaukee, nor in the brewing field. Mr. Davis said he would become active in the organization shortly after Jan. 1, and would move from Milwaukee as soon as possible. Mr. Davis had been with Miller Brewing Co., Milwaukee, for 11 years, and was director of marketing before his resignation.

Schruth Jones Fisher Jaffe DuBois Greene Gerhold Allport Gamble Weil Miller

AS ARF MET—*Researchers and admen gathered for the annual conference of the Advertising Research Foundation included the trio of Peter E. Schruth, The Saturday Evening Post; Richard Jones, J. Walter Thompson Co.; and Herbert Fisher, ex-JWTer now with Ford Motor Co.; the foursome of Laurence Jaffe, who recently moved from Market Research Corp. of America to Audits & Surveys; Neil DuBois and Paul Gerhold of Foote, Cone & Belding; and Jerome D. Greene, Alfred Politz Media Studies; and another foursome of Peter W. Allport, Assn. of National Advertisers; Frederic R. Gamble, Four A's; Gilbert W. Weil, ARF general counsel; and A. Edward Miller, McCall's.*

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K&E suggests: Don't try to do too much

How many things can you do in one TV commercial? An ingenious copywriter can squeeze four selling points into 20 seconds.

A better copywriter will tell you there is no surer road to advertising mediocrity.

"Do less and do it better," urges Kenyon & Eckhardt's Book of Creative Standards. "Nine-tenths of commercials attempt to do too many things, to get over too many ideas, to flash too many changes of scene, to present too many arguments. The more elements that compete for the consumer's attention, the less, usually, is conveyed to his mind."

At Kenyon & Eckhardt, a writer works with a typewriter. Not a shoehorn.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

FTC Team Tells Cincinnatians of Ad Rules as BBB Groups Join In

FTC Truth Session Advises Business Men of City on Ad Do's, Don'ts

CINCINNATI, Oct. 4—The Federal Trade Commission took a giant step forward here to educate U.S. business men in what they can and can't do under FTC rules.

The occasion was a truth in advertising "hear and tell" pilot session co-sponsored by the FTC and the Cincinnati Better Business Bureau, to which all area consumer and business groups were invited.

Representing the FTC were John R. Heim, director of the bureau of consultation; William D. Dixon, legal adviser on FTC advertising guides, and William H. Brain, guide administration attorney.

FTC Chairman Earl Kintner has said that if the Cincinnati experiment is a success, similar "truth" sessions will be held in other metropolitan areas.

■ In morning and afternoon sessions, Messrs. Heim, Dixon and Brain informed the group of what the FTC plans to do to speed up termination of illegal trade practices with or without legal process; what the FTC considers "bait and switch" advertising; and the application of FTC guides to matters of deceptive pricing and false guarantees. They also fielded questions batted at them by the audience.

Mr. Heim said that the FTC felt that most violations by business men of FTC rules are committed unwittingly and that an educational program would help to reduce the number of involuntary violations. He said it is felt that most business men are anxious to avoid any conflict with the FTC.

■ "We will assist individual businesses or business groups who are striving toward this goal," he said. "Where we see indications of inadvertent violation we will contact the individual and attempt to adjust the matter simply, speedily and voluntarily without resort to compulsory legal process. In certain selected areas where we see industry-wide or other widespread violations we will devise coordinated programs designed to achieve simultaneous, voluntary abandonment of the illegal practices."

Mr. Brain defined deceptive pricing as "a phony bargain." "It consists of some deceptive technique to mislead consumers into believing that the advertiser has reduced his price or that the consumer is able to buy from the advertiser a product for less than he would pay elsewhere, when such statements are contrary to fact," he said.

He described some deceptive pricing as pure "flim-flam," where the retailer sets an artificial "list price" and then attempts to convince the consumer that the price he is offering is a discount on the item when actually it is only the fair market price.

But he also described some instances of deceptive pricing, where a dealer might try to sell at a lower price an item which he had been unable to sell before at a higher price.

■ He cited the example of the furniture dealer who buys a particular kind of dining room set and, applying the full 100% markup, posts a price of $499.95.

"Ten months later the price tag is becoming grey with age and the furniture is marked down and the following price representation is placed in the newspaper ad: 'Special $299.95, formerly $499.95.' Since there have been no prior sales at the higher figure it is deceptive to use it as a comparative price. Again it has no reality in the market place. The result would be different if he had purchased 10 of the sets and sold five at the comparative price in the recent regular course of business," Mr. Brain said.

■ Mr. Dixon discussed the application of FTC advertising guides.

"We realize," he said, "that fulfilling these requirements can impose a considerable burden in drafting an attractive advertisement within limited space, which at the same time contains all the required disclosures," he said.

"However, through the years we have found that the most common infraction of the law in this area occurs when the advertisement makes glowing references to a product being 'guaranteed' and fails to disclose any of the material terms or conditions which the seller has seen fit to attach to his undertaking," he continued.

■ "A favorite with advertisers of guarantees is the 'lifetime' guarantee. We believe the law here to be very clear that unless the advertiser is referring to the life of the purchaser or original user he must disclose just whose or what life is involved. In various cases previously considered by the commission it has developed that the 'life' referred to was the life of the purchaser, the life of an automobile or the life of the tread of a tire," he said.

"In the words of Chairman Kintner, 'We suggest that the advertiser should make it plain whose life he has in mind—the purchaser's, the manufacturer's, the retailer's or the Federal Trade Commission's,' " he concluded. #

When Agencies Are Guilty

In the morning session, a question was directed from the floor to Mr. Dixon on when the FTC considers the agency responsible for deceptive advertising. His reply:

"In the cases we have so far brought in which an agency was joined as a respondent, it has been predicated upon the fact that the agency itself was responsible for initiating the idea or took some part in the creation of the substance of the ad that the commission considered deceptive.

"In a simple case of deceptive price in advertising, if the seller merely furnishes the agency with comparative prices, which the agency then reproduces, I would not say in that situation that the agency bore a responsibility, at least in the sense of thinking about it so far. But in one of our cases where the agency was apparently responsible for dreaming up and producing a demonstration, which the commission considered deceptive in television advertising, the agency itself was joined as a respondent."

ABBB's Nyborg Unveils Concerted Drive to Upgrade Ad Honesty

CINCINNATI, Oct. 4—The better business bureaus around the country are girding to launch an all-out three-level attack on dishonest advertising this fall, according to Victor H. Nyborg, president of the Assn. of Better Business Bureaus.

Speaking at the luncheon during the truth in advertising "hear-tell" FTC session here, Mr. Nyborg outlined the campaign as follows:

• First, various industry and trade groups within each locality will be urged to work individually and collectively with and through their BBBs to improve advertising truthfulness and accuracy.

• Second, the association plans to call on all trade and industry groups throughout the country interested in advertising to accept and implement the "Declaration of Responsibilities" with their own memberships.

• Third, the association plans to establish at the national level a Committee to Preserve Business Self-Regulation, which will be composed of industry leaders interested in the preservation of self-regulation and in maintaining high standards in advertising and selling practices. All lines of business enterprise will be represented on the committee, which will be advisory in nature.

■ Taking note of the activities of various advertising and media organizations to combat what he calls the "barrage of criticisms" against advertising in the past six months, Mr. Nyborg said:

"It is a mistake to believe that any organization or association is capable of assuming by itself, the responsibility for advertising ethics. And I include in this observation the better business bureaus."

He added: "The improvement of advertising content, the protection of business from unfair competitive advertising and sales practices and the protection of the public from fraud and deception in the marketplace is a responsibility which falls on the shoulders of all who advertise or who participate in some way in or benefit from advertising as a business.

"The day when advertising, or various segments of advertising could afford the luxury of parochialism or could deny being their brother's keeper has long since passed," he said. #

Kenyon Deems McCabe Rhodes

NEW BOSS—*Newly elected chairman of the Magazine Publishers Assn., Richard E. Deems, of Hearst Magazines, confers with Gibson McCabe, of Newsweek; Kent Rhodes, of Reader's Digest Assn.; and Robert E. Kenyon, of MPA, at the association's annual fall conference in New York. Mr. Deems succeeded Mr. Rhodes in the Magazine Publishers Assn.'s top slot (AA, Oct. 3).*

Insurance Agents Set Push in TV, Magazines, Dailies

ATLANTIC CITY, Oct. 4—The 1961 national advertising program of the National Assn. of Insurance Agents was unveiled here during the 64th annual NAIA convention through the showing of a film entitled, "It Can Be."

Joe E. Vincent, of Bryan, Texas, chairman of the association's national advertising committee, provided the commentary on the motion picture presentation of the group's new advertising endeavor, which includes expanded magazine, television and newspaper coverage—all featuring the 1961 theme, "The Big Difference."

Mr. Vincent's presentation before the 1,500 convention delegates in the Chalfonte-Haddon Hall Hotel here concluded the four-day conclave.

A total of 19 magazine advertisements have been planned for next year—seven more than were run during 1960, Mr. Vincent explained. Of these, seven will be in *Life*, four in *Newsweek*, three in *The Saturday Evening Post* and four in *Business Week*.

■ Also scheduled for 1961, under the association's regional program, is a three-page ad in either *Look* or *The Saturday Evening Post* which will list the names of every agency which subscribes to the advertising program.

The committee chairman said the enlarged ad program will be supplemented by television, as in 1960, with each state reaching 75% of its basic minimum allocation receiving 13 weeks of television or its equivalent in newspaper, radio or outdoor advertising. When a state reaches 100%, Mr. Vincent added, it will receive 26 weeks of tv or its equivalent in the alternative media.

He noted that the NAIA plan for news, sports and weather tv shows has proven so successful that one of the direct writers, Allstate Insurance Co., is planning to copy it.

Mr. Vincent told the convention that any money raised by a state group over its basic minimum allocation will be spent on advertising solely within that state.

■ "In 1961 the total number of television stations planned for the country will be 187," he said. "They will give excellent coverage to nearly every city, town, village and farm in the U.S.

"These 187 stations will beam our message to 98% of the tv homes in the country and will reach an audience of about 22,000,000 people a week. That's 1,500,000 more people than Allstate reached with its 'Playhouse 90' program, with our cost only one-fifth of Allstate—which may be why Allstate dropped 'Playhouse 90,' " he added.

The film, narrated by Mr. Vincent, described the unifying theme of the NAIA's 1961 advertising campaign—"The Big Difference."

"It is a short phrase which dramatizes the most important fact that we can tell them, and embodies many important advantages of buying insurance through an independent insurance agent," Mr. Vincent said.

■ The film showed samples of the magazine ads and tv commercials. The video presentations, Mr. Vincent noted, will be of both the humorous and hard-sell types—both methods having been found effective by the association in the past.

The film also described materials in the 1961 sales promotion kit, which will enable insurance agents to describe "The Big Difference" at the local level.

Among items included in the kit is information on how to obtain four new, colored 24-sheet posters, which can be imprinted with the name of the individual agency or local association. Four posters—miniatures of the posters for window displays—are included in the kits.

The kits also contain two new direct mail pieces tying in with the outdoor posters and featuring "The Big Difference" theme and proofs of 26 newspaper ads for local use—13 one-column ads and 13 two-column ads—all plugging "The Big Difference."

■ Thirteen radio and 13 tv scripts, especially written for local use, are included in the kits, plus information on how to obtain counter card duplications of national ads, and a catalog describing hundreds of reminder advertising items such as matches, signs, etc., all available from the Advertising Service for Independent Agents, Mr. Vincent said.

He concluded that the 1961 NAIA advertising program "is the only organized effective opposition to the complete domination of the fire and casualty insurance business by the direct writing companies." #

KCBY-TV Goes on Air

KCBY-TV, Coos Bay, first tv station on the Oregon coast, went on the air with both NBC and local studio programs Oct. 1. KCBY-TV is an affiliate of KVAL-TV, Eugene, and KPIC-TV, Roseburg. S. W. McCready is general manager of the three stations which operate under the name of Oregon Triangle Television, with headquarters in Eugene. Milton Lindley, formerly assistant manager of KPIC-TV, is manager of KCBY-TV.

Don L. Baxter Moves Offices

Don L. Baxter Inc., Dallas, has moved to new offices in Corrigan Tower. The agency, founded in 1946, now has a staff of 34 specialists who handle the company's 30 consumer and industrial accounts.

what makes Factory so versatile?

FACTORY's subscribers make it so versatile. Because they need answers to so many different kinds of problems – immediate headaches like "With what and how do I do it better?" as well as help in broader areas such as work measurement and quality control. They get these answers on every editorial page of FACTORY . . . from features with the depth of "Featherbedding, a Symptom of Management Failure" to the sparkle and immediacy in "Ideas of the Month". That's why so many smart advertisers use FACTORY to sell everything from truck rental programs to fluorescent lighting.

FACTORY

ABC A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y. ABP

FEATHERBEDDING

a Symptom of MANAGEMENT FAILURE

Today's critical area for plant management: Featherbedding— the work rules issue. The real problem: how to hang onto your management rights, the ones that haven't already been given away.

"Management's Right to Manage" is the title of a pulsating study just released by The Bureau of National Affairs (Washington, D.C.). In it, author George W. Torrence traces the history of management prerogatives over the last 20 years. He describes how management has permitted the erosion of its rights. Points out that some rights have been given away voluntarily, by agreement, while others have been given away knowingly, but under varying degrees of pressure, ranging from the mild force of eloquence to the ruggedest force of a knock-down, drag-out strike.

Some important rights have been given away inadvertently—and unknowingly. Torrence cites the reasons: poor judgment or lack of experience brought in touching an agreement; poor language spelling out only part of management rights in the contract; dropping constantly down through supervision; and failure to properly handle cases that go to arbitration.

Then he goes on to explain that many management rights are not lost in negotiations with the union, but by the acts of management in the day-to-day operation of the plant.

Torrence's chilling conclusion, on the basis of the evidence he has gathered, is that practically all the rights that management has lost in the past 20 years are those that management itself has given away deliberately or otherwise.

All this has a direct bearing on the featherbedding or work rules issue. Reduced to its simplest terms, the current issue in steel was a contest between management and the unions over power in plant supervision. It came down to this: Does management have license to regulate the pace, to all its important aspects? Or must management's objectives be modified by the needs and wishes of employees—expressed by their powerful and skilled union stewards and negotiators?

Torrence's book clearly valuable light on the featherbedding issue because it places the problem in historical perspective. His position on management rights is sound. FACTORY feels it is hard to challenge excerpt on this one basis. The book doesn't pretend to be basic social changes that underlie the loss of management authority during the last 20 years. And it offers no proposal for a comfortable management-labor future. It is written to advance the reasons for management-labor warfare, and a ruthless strategy for defense.

Within this framework, author Torrence offers useful advice for plant men. He neatly outlines the symptoms of featherbedding (page 89 of this article). He suggests ways that managements can hold the line on management rights at the plant (page 87).

Following is a capsule version of Torrence's book, "Management's Rights to Manage"—with the implications on featherbedding clearly spelled out.—E.D.

WHERE FEATHERBEDDING?

When featherbedding is mentioned, most people automatically think of the railroads. If you, too, think of the railroads—if you don't think you have any featherbedding right in your own shop—then you'd better take a closer look. Unless you are a rare exception, it's not a question of whether you have featherbedding—but to what extent you have featherbedding.

FACTORY IDEAS OF THE MONTH

By LEWIS H. URQUHART, Consulting Editor

(For more information, circle item numbers on Reader Service Card next to boldface words.)

H T-Metal rings no bell with you. It's probably because this exciting alloy, (H)ydrotreated (T)itanium, copper, and zinc, is fresh out of the lab. Knows more than it's tough, beautiful, corrosion-resistant, easy-to-use. After reading in big livery in "A Revolution in Metals," we think you'll agree. (310)

Spillage caused by careless drum-fillers can be dangerous to health, as well. But it's no problem with those new polyethylene drum-filling covers (*Delaware Barrel & Drum*) designed to catch and hold overflow. (334)

Executive's appointment calendar (*Wade & Church*) gives you the long look ahead—3 months or 6 months at a crack. Small block of space for each day is provided for noting travel plans, meetings, etc. (217)

Don't paint galvanized steel till you've read new brochure (American Rolling Mill Co., Middletown, Ohio, sells steel) "Painting Galvanized Sheets." (318)

Booklet of the Month has to be "The Story of Competition in the American Market" (*Du Pont*) which tells what every management must already know—i.e. how competition brings to the American consumer the widest range of products and services, and most bountiful living standard in history. (319)

Carloading check charts (*Lumade*) illustrate correct procedures for wall-to-front, two-bracing, corrugated-flooring loads, show shipping-room and loading-dock people how to prepare, drape, strap, load lumber. (320)

Your offices need a good going-over? An 84-page booklet (*Art Metal*) on office standards and planning is full of ideas for you. (321)

Noise exposure fatigue with its inevitable production slip-ups and all-too-frequent lost-time accidents can be minimized with new ear muffs (*Industrial Safety*) that protect against concentrations which shunting out high-level drones, high-frequency whistles, other noise that drives workers to drink. (322)

Buy for $10,000 or more for $540 per month. New D-F 65 (*Ivey*) is lowest-cost digital computer yet produced (says its maker). Simplest, too. With 3 hours training, any good typist can operate it. (323)

Flooring guide (*Masonite*), with charts, when to use 30 company products to resurface, repair, patch, resurface interior and exterior floors. (324)

No left-handed monkey wrenches, so far as we know. But you can get a set of 16 left-handed ones (*Do-All*) conveniently arranged in a special wooden block and ready for that inevitable emergency use. (328)

Dollar-saving reasons for RENTING

You save working capital. Without large outlays of capital you take immediate possession of all new materials handling equipment. Your rental equipment is purchased on full cash value . . . your only actual capital expenditure is one budgeted monthly payment.

Downtime is eliminated! The Clark Rental System maintains a standby fleet of equipment for your immediate use when an emergency arises.

No more maintenance! You rent with full maintenance service included. You no longer need to maintain a specialized shop or parts storage.

You rid yourself of hidden costs! Wasted clerical and management time . . . inflation . . . the high cost of using obsolete equipment . . . are all eliminated. The budgeted cost is your only cost.

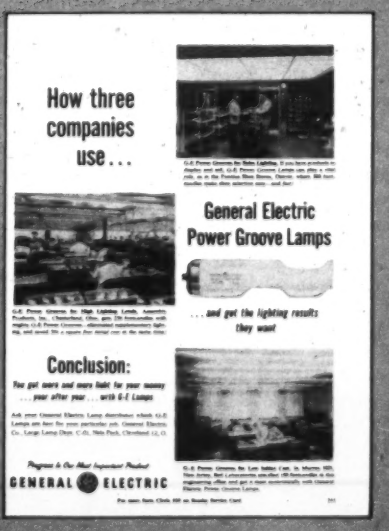
A tailored system! A rental contract is prepared only after a thorough study of your specific operation is made. The flexibility of the Clark Rental System provides you with a basic program . . . without frills or extras . . . which keeps your handling costs to a minimum.

Compare the advantages for yourself! A booklet describing the rental program in detail, including a cost comparison chart, is available without obligation. Fill in the personal copy, write us now to the address below.

CLARK RENTAL CORPORATION
400 Lexington Avenue
New York 17, N. Y.

CLARK RENTAL SYSTEM

For more facts Circle 327 on Reader Service Card



How three companies use . . .

General Electric Power Groove Lamps

. . . and get the lighting results they want

Conclusion:

You get more and more light for your money . . . year after year . . . with G-E Lamps

Ask your General Electric Lamp distributor which G-E Lamps are best for your particular job. General Electric Co., Large Lamp Dept., G-35, Nela Park, Cleveland 12, O.

Progress Is Our Most Important Product

GENERAL ELECTRIC

For more facts Circle 326 on Reader Service Card

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

Hundreds of $7,000-$35,000 Executive jobs available. Get Free Report. Strict confidence. **National Employment Reports, 20 E. Jackson, 902G, Chicago 4, Ill.**

COPY CHIEF—ASST. TO PRESIDENT
small, fast growing 4A Agency with Motion Picture Production division in medium sized Eastern city where working and living are equally pleasant. Must be idea man, agency experienced in writing crisp, persuasive copy and qualified to serve in executive capacity. You may be down slightly on the totem pole of your present department due only to lack of seniority. If so, write complete details, including age, experience and salary. Enclose an inexpensive photo. **Walter G. O'Connor, President, Walter G. O'Connor Company, 100 N. Cameron St., Harrisburg, Pa.**

SPACE SALESMEN EAST AND MIDWEST, reps south and west, needed by expanding publisher of technical trade magazines. Give full details on experience, earnings, records, age, and education. Excellent potential. Present staff knows of this ad.
Box 4178, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

SALES PROMOTION MANAGER
Midwest consumer goods manufacturer, in Multi-Million advertising bracket, has immediate opening for competent man 25-35. Must be capable of supervision, creation of dealer material and special promotions, with creativity one of his strong points. Should have complete knowledge of advertising production. Profit sharing and other benefits regarded best in the industry. Write in confidence giving work background and salary requirements to:
Box 4179, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL COPY WRITER
Unusual opportunity (and working climate) for a seasoned industrial copywriter, as senior writer on large construction account. Competitive strategy, creative power and insight into management motivation in capital goods purchases more important than construction background.
Box 4180, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
Manufacturer of small package goods is looking for a top Advertising Manager. The man we want is young, aggressive, and a good administrator, yet capable of doing the job himself if necessary. Must have qualified experience with agency or manufacturer. Sales experience helpful but not necessary. Good starting salary with advancement depending on results. Send detailed resume in strict confidence to
Box 4181, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ART DIRECTOR, staff of 8-10, newspaper promotion. Excellent opportunity in New York City for man who can combine administrative, creative talents. Must have had some supervisory experience. Salary range $8-9,000. Submit sample tissue layouts, with resume including age, references, to
Box 4130, ADVERTISING AGE
630 Third Ave., New York 17, New York

Wanted: Experienced business paper salesman on leading advertising publication. Excellent opportunity with real future. Located New York City. Reply to **Harry J. Hoole, Advertising Publications, Inc.,** 630 Third Ave., New York 17, N. Y.

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

EDITOR
Can you read blueprints?
Do you know building methods?
Have you had writing experience?
If so, there is a key spot for you at top business magazine. Send resume with salary requirements.
Box 4182, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

FREE LANCE
LAYOUT & PRODUCTION
Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—
T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

FREE LANCE PUBLIC RELATIONS
Seasoned newspaperman offers taste and economy for Chicago clients.

PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P.O. Box 1359, Chicago 90.

ADVTG. YOUNG EXEC.
Seeks future with progressive orgn. Five years experience with leading ad agency and nat'l. mfrs. Experienced all phases advtg, merchandising, sales promotion and copy. Right job with growth potential more important than immediate financial gain. Now employed.
Box 4183, ADVERTISING AGE
630 Third Ave., New York 17, New York

WASHINGTON'S TOP GHOSTWRITERS
Deane and David Heller, have written articles, speeches for the by-line of twenty United States Senators. Our own by-lined articles have appeared in America's top magazines, newspapers. Need a speech, article written for a client? A Heller-written piece has impact, makes news. For ghosted speeches, articles, or for Washington publicity or promotions, write: **Deane and David Heller**
612 Ellsworth Drive
Silver Spring, Maryland

POSITIONS WANTED

I'VE GOT THAT SEVEN YEAR ITCH! The Cure? A challenging, creative job as Direct Mail Manager. CASE HISTORY: 7 years of executive-level administration, copywriting and copy testing; thorough, practical knowledge of production, mailing lists. Now employed, but eager to connect with forward-looking firm. Good salary, good opportunity important. NYC, L.I. area only.
Box 4184, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY SUPERVISOR TV-RADIO
Currently with national 4-A agency. 12 years experience includes strong production background (writer producer and producer-director) Art directors awards for copy. Experienced in and enjoy making storyboard presentations to clients and review boards. Have intense desire to assume greater responsibility and meet new creative challenges. Family man in mid-thirties.
Box 4185, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV—SLS PROM. MGR.
As ad mgr & creative agcy acct exec helped increase sales for nationally-known Co.'s. Long range planner. Resume.
Box 4186, ADVERTISING AGE
630 Third Ave., New York 17, New York

Farm ad man seeks Midwest job. Experience: ag'cy writer, top nat'l acc'ts; promotion work, leading farm publisher; much more.
Box 4187, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED ART DIRECTOR
DESIRES NEW LOCATION
Complete knowledge in field of graphic arts, industrial design, cost estimating and purchasing. Invaluable to companies with design problems. Resume furnished upon request.
Box 4188, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MR. MAGAZINE PROMOTION WRITER . . . This highly creative man can quickly produce concise, forceful sales oriented copy for you (He's already done it for a nationally-known women's service book and a leading trade magazine). He's highly enthused about magazine promotion—wants to put this enthusiasm to work for a top consumer magazine. How about yours? Resume on request. **S. Davis, Mu 2-2446 or 229 E. 35th St., New York 16.**

ART DIRECTOR
Ten years experience; newspaper, national, trade, collateral & TV included in background. Realistic salary requirements.
Box 4190, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED WRITER
Young, 26. Versatile, Over two years exp. one firm. Empl. Comm., purchasing, pub. rel., personnel, reports. Samples ready. Will relocate. $7,500.
Box 4191, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE MEDIA PROMOTION
Business pubs my specialty. Ad or circ prom to fit your budget. Year or special issues. No job too big, too small.
Box 4192, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ART DIRECTOR/LAYOUT MAN
8 years retail & agency exp. Creative layout, typography. Capable administrator. Seeks oppty. with agency or co. (Chicago)
Box 4193, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

EDITORIAL ASSISTANT-SECRETARY
Experienced editorial assistant desires position where her talents in writing, proofreading, making up dummy, plus secretarial skills can be put to good use.
Box 4194, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG ADV-MARKETING EXEC. SEEKS MORE RESPONSIBLE POST
Now with one of top 200 corp. Seeks job as Adv, Sales Promot, or Product Mgr.
Box 4195, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER/ACCOUNT EXEC.
Versatile "idea man" strong on copy, contact, visualization. Solid production background. 10 yrs. Exp. Age 32. Family man.
Box 4196, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE, MANAGING EDITOR
of monthly trade magazine seeks challenging editorship or research work in communication—Chicago area. Have M.A., Soc. Science. Member of Nat. Society for the Study of Communication. Young.
Box 4197, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Free Lance Writer industrial feature stories news releases ad copy.
Box 4199, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHERS' REPRESENTATIVE FIRM COVERING THE 11 WESTERN STATES
Seeks one additional established publication. If you need intelligent, aggressive representation in the West, Write
Box 27 R 867, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

We represent Trade and Directory publications. Have Cleveland office. Desire additional media. We cover Midwest.
Box 4189, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ESTABLISHED PUBLISHERS REPS AVAILABLE.
Experienced in Trade and Consumer Magazines. Our "on the spot" Southern coverage will save you travel costs and release your sales manpower for primary areas. We know the people—we have the contacts. Do you have an undeveloped Southern Territory? Reply to
Box 4200, ADVERTISING AGE
630 Third Ave., New York 17, New York

Rare opportunity for services of top volume producer covering N.Y. Area. Experienced, conscientious.
Box 4201, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

CRACK TYPIST AT YOUR SERVICE
Private secretary to major agency president with heavy TV background wants after-hours typing assignments. 100% accurate, fast, knowledgeable, reasonable. Will call for and deliver work if desired.
Box 3198, ADVERTISING AGE
630 Third Ave., New York 17, New York

CAPITAL TO INVEST, TRADE PUBL.
Buy part interest now or all gradually. Age 27, experienced. Prefer East.
Box 4107, ADVERTISING AGE
630 Third Ave., New York 17, New York

EASTERN WEEKLY, ABC, covering well populated area, no local daily competition. Excellent plant. Good annual volume. Price $200,000, terms.
Box 4149, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NATIONALLY CIRCULATED BUILDING FIELD TRADE MAGAZINE FOR SALE
Present owner and publisher of one of the oldest trade magazines in the building materials field is interested in negotiating its sale. Gross dollar volume this year will be in the upper quarter of five figures. The right organization could easily put it into six figures. Editorial staff continuity could be available through any desired period.
Box 4202, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

SHAKESPEARE DEVOTEES . . .
Your favorite quotations from Great Plays or Sonnets, Beautifully written in Calligraphy by renowned Scribe. Lithographed, two colors on parchment, for framing or gifts. $2.00 each. Free folder listing Shakespeare quotations available. **THE HAND & QUILL, P.O. Box 974, Sherman Oaks, California.**

DESK SPACE AVAILABLE
Ideal location for space Rep, Mfg. Rep, etc. Secretarial and phone answering service. Reasonable.
Pure Oil Bldg. Room 452

25,000 PROFESSIONAL COMEDY LINES, stories, routines. Topical! Ideal for speakers, toastmasters, emcees. Free catalog. **Orben Books, Box 61A, Hewlett, N.Y.**

Television Commercial Production Supervisor

Here's an unusual opportunity in the field of Commercial Production with one of the country's leading television advertisers.

The man we want is under 32, and has had several years of commercial television production experience with an agency, an independent producer, or a television station or network—enough experience to enable him to quickly assume responsibility in our organization.

The man we employ will, after a short indoctrination period, take over the responsibility of working with our Advertising Agencies on all phases of the television commercial production for several of our major consumer brands. His job will be to do everything that can be done, from the client's point of view, to achieve top quality television commercial production. This will involve representing the Company in production planning discussions with the Agency and with the outside producer, attending the actual shooting of commercials and giving advice and guidance on matters such as casting, sets, etc.

While this position calls for a high degree of creative ability, it also requires good business administrative ability, since a large part of this job is concerned with the business management of our production operation.

If you feel that you can qualify for this position, please write and tell us about yourself. All replies will be handled in confidence, and no contacts will be made until we have your permission.

Box 419, ADVERTISING AGE
200 E. Illinois Street
Chicago 11, Illinois

ADVERTISING

The Nation's number one advertising placement agency. We offer coast-to-coast service.

Contact B. L. Clem

CREATIVE DIRECTOR $20,000
Top level experience in creative planning, supervision and copywriting for expanding agency. Variety of accounts.

ACCOUNT EXECUTIVE $18,000
Agency bkgd. in industrial accounts, electrical experience preferred. Strong on creative ideas.

COPYWRITER $12,000
Minimum of 5 years industrial copy with agency. Need idea man who is effective writer.

Contact Earl Wooten

PUBLIC RELATIONS MGR. $12,000
Heavy experience in both consumer and industrial. Previous experience in publicity and P.R. with agency.

EDITOR-WRITER ..... $12-$15,000
Handle 3 magazines, house organ, dealer sponsored magazines.

CREATIVE ARTIST ..... Salary Open
Minimum 6 years experience in ad agency or art studio. Strong, natural planning and creative ability. Relocate in Florida. Good potential.

Contact Marion C. Mills

ART DIRECTOR ..... $8-$10,000
Creative young man to supervise staff of five, agency experience preferred.

JR. ACCOUNT EXECUTIVE ..... $7-$8,000
To function as assistant to the president. Will do copy-contact, planning and a variety of assigned duties.

ADV. SALES PROMOTION ..... $8-$10,000
Top flight man to be completely responsible for sales promotion, electrical experience preferred. Good opportunity.

DRAKE **PERSONNEL INC.**
29 East Madison Bldg., Chicago 2, Ill.
Financial 6-8700

WILL YOU PAY $750 A MONTH FOR A $50,000 A YEAR MAN?

Top notch marketing exec will assume full responsibility for planning, writing and producing your **MERCHANDISING SALES PROMOTION, MARKETING** programs. Develop and expand your Broker and Distributor organizations. Launch Sales Incentive programs. Act as your complete Marketing Department on unique day-a-week basis. We now do this for 3 outstanding accounts. Write without obligation for concrete evidence of what can be accomplished. Box 420, Advertising Age, 200 E. Illinois Street, Chicago 11, Ill.

SCIENCE INTERPRETING AND ECONOMICS WRITER

This is a permanent and major position with an organization where creative instinct is encouraged. A wide variety of assignments preparing material for industrial and professional audiences. Originate informative, analytical articles for industrial, financial and technical magazines; prepare brochures, booklets, bulletins and speeches on technology-based subjects; interpret scientific and technical developments; work closely with technological specialists in developing interpretive descriptions of their research.

Science or economics graduate degree preferred and a minimum of five years' writing experience.

Please send your resume and samples of your work to: L. G. Hill

BATTELLE
MEMORIAL INSTITUTE
505 King Avenue
Columbus 1, Ohio

CREATIVE MAN—WHO LIKES CLIENT CONTACT FOR CONNECTICUT AGENCY

(You've probably seen this ad before. It worked so well for us last time that we're repeating it now.)

We're a relatively small AAAA agency by New York or Chicago standards, but in New England we're the second largest agency in the area, and number one in creativity (measured by a wall-full of awards in our client room).

We have room for another seasoned man (under 40) to join our team of creative account men. You'll write most of your own copy (radio, television, print and collateral)—and draw on the best damned art and production departments in any agency!

We serve diversified accounts that range from banks to sporting goods . . . from utilities to notions. Our industrial, consumer and trade accounts come in all sizes—from $40,000 to $300,000 a year. We operate as a team, doubling in brass if need be, to do the best possible job for our clients.

You'll be eligible for a healthy starting salary, free life insurance, profit-sharing, rapid and substantial increases and a chance to earn stock participation *if you can measure up to our admittedly high standards.* Write me full details (in confidence): **Edward M. Graceman, President, Graceman Advertising, Inc., Hartford, Connecticut.**

CRACKLING CREATIVE WORK BY (LOVABLE) OLD PROS

Damnedest copy and layout you ever saw—by two goaty old creative directors who know all sorts of sneaky tricks with appliances, foods, fashions, whatnot. (And they don't even charge for their time!) **CEdar 4-5267, Chicago.**

AN IDEA CONTRIBUTOR, NOT COURIER

Creative representative with major commercial motion picture studio seeks agency AE position. Outstanding on contact and service . . . talented writer (several awards) of spots, motion pictures, slide films and copy . . . works well with and gets top performance from creative people.

Box 417, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED WRITER FOR FLORIDA AGENCY

The man we want is a self-starter who can write for any medium on any product. He would be working with a closely-knit crew where there has been little turnover. This agency is one of the oldest in the State with some of the major accounts in the Southeast. Now set for some major expansion. Wonderful living, excellent fishing—and challenging hard work. Send resume, including salary requirements, to **D. E. Robeson, Newman, Lynde & Associates, Inc., 1628 San Marco Blvd., Jacksonville 7, Florida.**

AVAILABLE
Successful Seasoned Creative Account Man

An 18-year veteran (under 40) with a self-starter and a unique record of success in servicing clients whose products are sold to business and industry. Energetic, experienced in handling million-dollar budgets as well as modest "bread-and-butter" clients. Major agency experience plus small shop all-around utility. Can write, contact, build marketing plans and carry them thru from president to distributor level. Able speaker, new business planner. Top references. For resume today, write:

Box 421, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

PUBLICITY AND PUBLIC RELATIONS

We are looking for a top flight girl, well-qualified in all phases of publicity and public relations. Background in food and grocery products will be helpful, but is not essential. The position consists of writing releases for several national organizations, contacting editors of national magazines and metropolitan newspapers, and developing plans for well-rounded publicity and public relations programs.

The person we are seeking must have proven creative ability and is probably now holding a key position within industry or in the agency field.

Salary is open. Possibility for personal growth is unlimited with this Chicago company located on Michigan Avenue, which has been in business for 17 years. Publicity and public relations department is well-staffed, and this is the first opening of this type which has occurred in 3 years.

Please write in detail telling us about yourself—in confidence, of course.

Box 416, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Prestige Public Relations

Marion Odmark Associates
201 East Walton — Chicago 11
WHitehall 3-1010

ADVERTISING and RELATED MANPOWER

Ad agencies and advertisers in many geographic area are actively seeking additions to staff. As a consequence, I have dozens of openings for copywriters, account service men, merchandising and sales promotion assistants, public relations and publicity people, editors and space salesmen at a salary range of $5,200 to $9,000.

If you are interested in a change of "pasture", contact me in confidence.

FRANK LAVELLE
Advertising Division
CADILLAC ASSOCIATES, INC.
29 East Madison Bldg.
Chicago 2, Illinois
FInancial 6-9400

Aggressive young firm desires man with agency experience and public relations knowledge to head advertising, promotion and public relations department. Age 30-35. Location, Denver, Colorado. Excellent future for right man. Salary open. Send resume and photograph. **Daniels & Associates, Daniels Building, 3rd & Milwaukee, Denver 6, Colorado.**

MEDIA PROPERTIES FOR SALE

Broadcast Stations

Ariz	small	fulltime	$ 73M	terms
La	single	250w	107M	30 dn
Va	single	fulltime	57M	15 dn
Ala	medium	250w	65M	22 dn
Texas	medium	1kw-D	225M	29%
Calif	metro	FM	49M	13 dn
Texas	metro	1kw-D	130M	29%

Newspapers

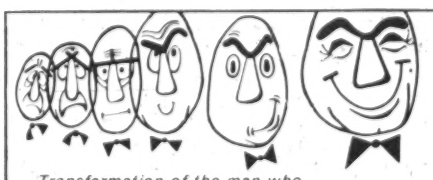
N. Y.	weekly	$ 25,000	terms
N. J.	weekly	445,000	terms
Texas	met-weekly	75,000	terms

Trade Journals

N.C.	$17,500	terms
N.J.	15,000	terms

PAUL H. CHAPMAN COMPANY

Please address:
1182 W. Peachtree St., Atlanta 9, Ga.



Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS ...PLACING YOU IS OURS!

Melba Oliver
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PHONE: TOWER 1-6165

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Every month the editorial people at Gebbie Press read 661 pounds of house organs, or 4,000 magazines in all. The physical side of leafing through the poundage is part of our keep-fit program—and the mental side pays off when clients ask us to advise them on house organ problems. **Gebbie Press, 151 W. 48, NYC**

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Add 26 copy experts to your staff—*but, not to your payroll*—get a top creative team for a pre-agreed per-job fee.

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DON HARRIS NEEDS:

only two this week not in his files.

2 SENIOR MARKETING RESEARCHERS. One consumer, one automotive-related. Minimum 8 years experience, at least 4 with commercial research firm or advertiser. Big company. . . . . to $15M

WIDEST-RANGE SALES PROMOTION MGR., one close to being a marketing man. Food-drugstore background. Unlikely to be now with agency. . . . . to $14M

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MONARCH PERSONNEL
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ADVERTISING AGENCY
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Combination secretary-assistant, with a touch of Nero Wolf's Archie Goodwin and a sprinkling of Wodehouse's Jeeves and the sagacity, helpfulness and loyalty associated therewith to work for congenial principals in Chicago's fastest growing advertising and public relations agency. Education and acculturation important. Agency or journalism background helpful. Permanent position, rich in opportunity. Adequate starting salary, fringe benefits. Beautifully appointed air-conditioned offices. Friendly staff and associates. Send full details confidentially, photo welcome, too!

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187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Dairy Group's '61 Ads Continue 'Occasions' Motif

SAN FRANCISCO, Oct. 4—A $6,250,000 national dairy industry promotion, including a $4,000,000 ad budget, to be directed by Campbell-Mithun, Chicago, was outlined here last week (AA, Oct. 3) in the first of 57 meetings scheduled through October.

The $2,250,000 not being spent directly for advertising is earmarked for market and nutritional research, public relations and other promotional activities.

Grover Simpson, Salt Lake City, western states merchandising representative of the American Dairy Assn., and Ray Johnson, merchandising director for the ADA of California, Modesto, presided.

"The dairy industry's 1961 promotion," Mr. Simpson explained, "will cover milk, cottage cheese, sour cream, ice cream, butter, cheese, evaporated milk, non-fat dry milk and all dairy products in a series of item-related campaigns scheduled for each month of the year, using newspapers, network tv, newspaper supplements, radio and consumer magazines."

■ Advertising, merchandising and publicity plans for 1961 were reviewed, along with a display of point of sale material to the dairy industry and presentation of a new film incorporating all of ADA's plans for next year.

"The 1961 promotion," Messrs. Simpson and Johnson said, "will continue the 'occasion' type advertising used in 1960, based on the results of market research conducted for ADA by Alfred Politz Research.

"These studies have indicated, for example, that many women reduce or eliminate milk from their diet because they think milk is fattening," Mr. Simpson pointed out. "This means the milk industry has not told its story effectively, because milk, for every calorie it adds, also provides other essential nutrients.

"The 1961 campaign will hit hard on milk as a source of high quality protein, the one food nutrient which consumers fear they do not get enough of. This emphasis reflects the entire promotion, which comes about as close to being a scientific campaign package as is possible to produce," he said.

■ The program has been planned so that no one brand of dairy product will be favored as against another, and with no specific type of packaging emphasized. Each campaign, however, has been designed to facilitate support by brand distributors.

Basic ads to promote milk will carry the protein theme, with the same type of poster art as that used in the 1960 campaign, and will involve use of tv, outdoor bulletins, newspaper ad mats, radio and point of purchase materials.

The same types of media will be used to promote cottage cheese, with the product tied to the "lazy susan salad" idea. Sour cream ads also will suggest the improvement of salads, vegetables and dips by the use of the product. A sour cream cookbook will be offered.

■ The butter promotion will continue the campaign started on the Dave Garroway "Today" show (NBC-TV), as well as additional television, radio and newspaper advertising. A "butter warmer" premium will also be offered early in 1961.

VINE—*Ads like this will promote premium wines of Almaden Vineyards, San Francisco, in Esquire, Fortune, Gourmet, Holiday, House & Gardens, Living for Young Homemakers, The New Yorker, Redbook, Sports Illustrated, Sunset and Time. Grant Advertising is the agency.*

A special pr program will support 1961's June Dairy Month, also to be featured in a two-page color ad in the June issue of a major, but still to be selected, consumer magazine. This will feature all dairy products.

The October milk promotion will be launched with color ads in *Coronet, Reader's Digest, Suburbia Today* and *This Week Magazine*, to be followed by a color ad in their November issues. The October issue of *Seventeen* also will be used.

Live scripts and slides will be made available to back up one 60-second and two 20-second animated tv film commercials and 60-second and 30-second recorded radio jingles.

■ Milk also will be promoted with 24-sheet outdoor bulletins in four colors and with 600-line, 300-line and 180-line ad mats for newspapers.

The Cheese Festival will be promoted with a four-color newspaper page in selected markets, plus a four-color spread in the Oct. 2 *American Weekly*. Sour cream will be advertised with four-color junior pages of the October *McCall's* and *Ladies' Home Journal*.

A four-page butter cookie section promoting butter, Pillsbury's Best flour, Funsten's nuts and Nestle's chocolate will be used in the Christmas edition of *McCall's*. Pillsbury, Funsten's and Nestle also plan additional ads and promotions to sell butter.

Evaporated milk advertising will include four-color two-thirds-page spreads in *Family Circle, True Story* and *Woman's Day*, and with tv commercials on the Garroway "Today" show.

■ A new mid-winter promotion, Dollar Savers, will open in the February issue of *Better Homes & Gardens* with a 16-page recipe book and spread. Newspaper support for this promotion includes a 2-color page of "dollar dinner" ideas in major markets in early February.

A 27-piece "dollar dinner" kit also will be supplied retailers for storewide selling.

Today's Health also will be used for a new series of ads, which started in the August issue, based on the theme, "You never outgrow your need for the nutrients in milk."

Each ad will stress one of the milk nutrients, with all copy reviewed and approved by the AMA's committee on advertising. There will be six ads in the series, and the entire series will then be published in brochure form. #

© 1960 Fawcett Publications, Inc.

PHOTOGRAPH BY DAN WYNN

Up another half-million copies in just twelve months!

First six months 1959—ABC:

4,147,163

First six months 1960—ABC:

4,657,568!

Now, more women than ever are picking up the magazine they can't bear to put down.

Better yet, they're picking it up in more *chains* than ever . . . chains extending from Massachusetts to California and everywhere in-between. Today's grand total? 189 chains and the list is still growing!

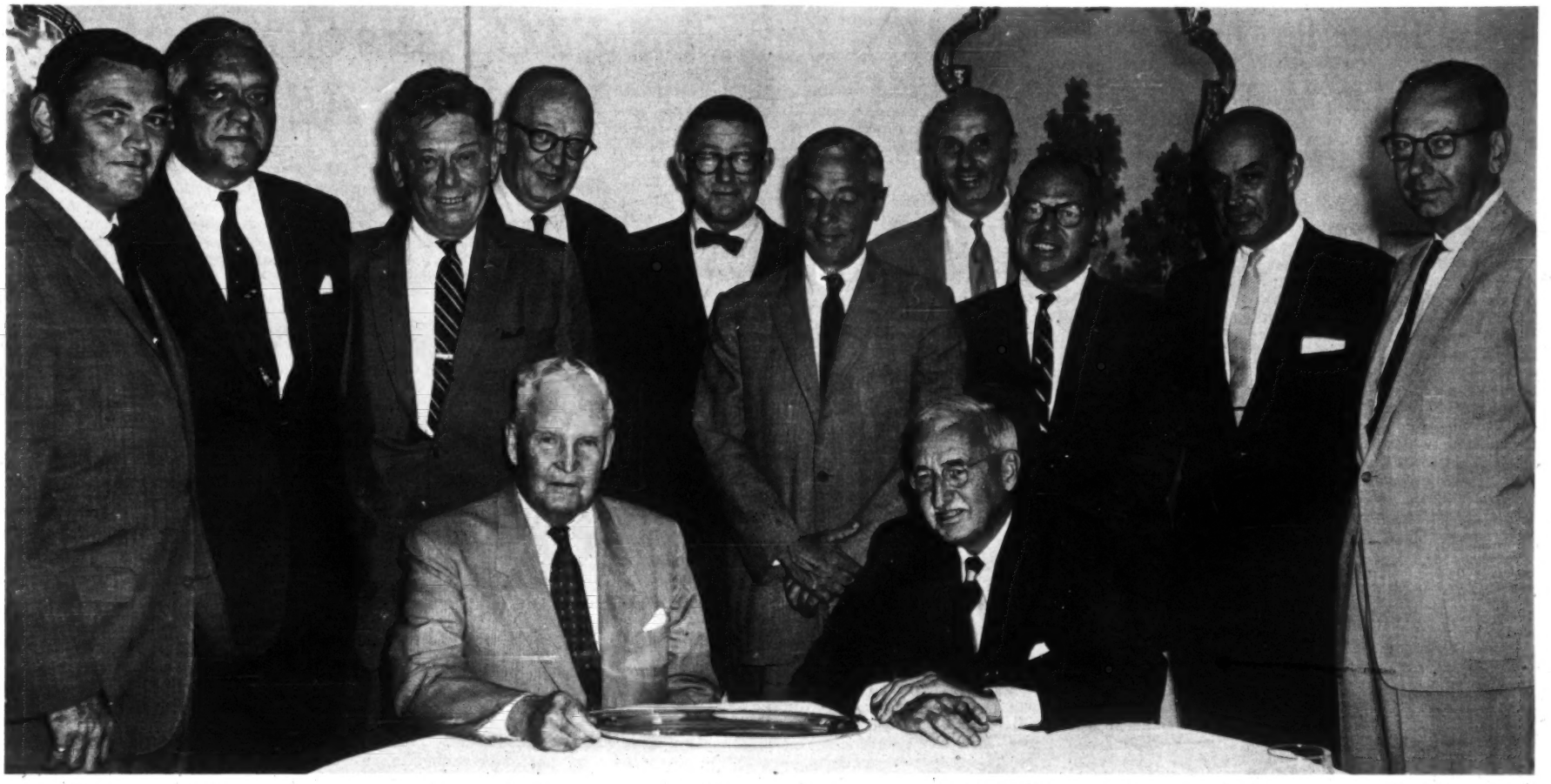
In September and October, four more big chains are getting into the act—Daitch Shopwell and Bohack in Metropolitan New York (total: 276 stores), Big Apple in Atlanta (50 stores), Lucky Stores (88) in Northern California. Chains and Independents now total more than 14,500 stores with estimated sales of $13,700,000,000.

That's why Woman's Day gives you more supers, more shoppers, more circulation—the new guarantee of 4,600,000 starting February '61. And Woman's Day gives you *performance*... not promises. Already, the circulation outdistances the new rate base by tens of thousands!

A hot book. And a flourishing climate for your product.

Woman's Day

FAWCETT... SALESPOWER IN DEPTH



TESTIMONIAL—*E. P. (Spike) Seymour is the man being honored by this group. The occasion was Mr. Seymour's 50th anniversary in advertising. The one-time ad director of Crowell-Collier, who is now a consultant to TV Guide, was feted by Bruce Barton of Batten, Barton, Durstine & Osborn; Mike O'Neill and James T. Quirk of TV Guide; Everett Hoyt of Charles W. Hoyt Co.; Arthur Porter of J. Walter Thompson; George Chatfield and Charles Pooler of Benton & Bowles; William C. Dekker of McCann-Erickson; William Steers of Doherty, Clifford, Steers & Shenfield; Frank Minehan of Sullivan, Stauffer, Colwell & Bayles; and James Webb of C. J. LaRoche & Co. Right after this celebration, Mr. Webb entered a hospital for treatment of a heart ailment. He died Sept 15.*

Chrysler Obtains Resignation of Jack Minor

Outside Interests Lead to Departure of P-D-V Marketing Head

DETROIT, Oct. 4—Jack W. Minor, former director of marketing for Plymouth-DeSoto-Valiant division of Chrysler Corp., who resigned last weekend on request of the company because of outside interests, intends to remain in the advertising and sales fields and has under consideration a number of offers, some of them automotive, he told ADVERTISING AGE today.

Mr. Minor has admitted his connection with several outside companies named in a Chrysler statement covering circumstances of his departure, but added that a request for his resignation came as a complete surprise. He said income coming to him through his outside interests, called "commissions," had been improperly described.

The Chrysler statement issued last weekend said:

■ "Jack W. Minor, a director of marketing, has resigned, upon request, following an investigation into his interests in outside firms in the advertising field.

"The investigation disclosed that since April, 1955, Mr. Minor by virtue of a one-half interest in a partnership known as W & M Sales Co., received sales commissions of approximately $20,000 on Chrysler business placed directly or indirectly with the Taxi-Ad Co., Bel-Aire Process Inc., and Transportation Advertising Co.

"Although Mr. Minor, when first employed by the Dodge division in December, 1953, informed his superiors that he had minority stock interests in the Taxi-Ad Co. and Bel-Aire Process Inc., he at no time disclosed to any of his superiors the receipt of such sales commissions from these two companies or from Transportation Advertising Co.

"Chrysler Corp. has placed the matter in the hands of its attorneys with instructions to take appropriate action."

■ Of the three companies named, Taxi-Ad Co. handles outdoor advertisements on the backs of cabs. Bel-Aire prints advertising posters, and Transportation Advertising handles advertisements on buses.

W & M Sales Co., according to Mr. Minor, was a company set up by Joseph Wellman, president of Transportation Advertising, and himself, as a receiver of income from the other companies, which in turn had been invested in real estate and otherwise. Mr. Wellman confirmed he was the other half of the company, and said he was sure Mr. Minor had done nothing unethical. Before joining Chrysler Mr. Minor had been vp of Transportation Advertising, and while there, had formed the other companies, Taxi-Ad and Bel-Aire, with Mr. Wellman and William B. Giles, an attorney.

Mr. Minor's resignation came three months after the ouster of William C. Newberg as president of Chrysler (AA, July 4) and repayment by him to Chrysler of $450,000 gained through ownership of companies held in conflict of interest.

■ Mr. Minor's outside activities were reviewed at that time and drew no immediate action from Chrysler. In an exclusive interview with AA two months ago (AA, Aug. 8), he said he told Chrysler officials of his outside interests in 1953 before joining the company as advertising and merchandising exec of the Dodge division, and asked if he should get rid of them. He said the Dodge executive group said that would not be necessary and that he was not told to dispose of them until April of this year, when he did so immediately.

"I was 100% loyal to Chrysler," he said, "and Chrysler officials were fully aware I was receiving outside income. I offered six or seven times to sell out or leave Chrysler, and they told me it wasn't necessary.

"I am shocked and disappointed and unable to understand why this has happened. I have been assured my outside interests were eminently ethical. My returns from such interests have come from stock shares and never as commissions for personal activity.

"Prior to last Friday I had no indication I was not acting in complete accord with company policy. Then I was called to the office of my superior, Mr. Chesebrough (Harry E. Chesebrough, general manager of the Plymouth-De Soto-Valiant division). There I found Mr. Colbert (L. L. Colbert, president of Chrysler) and a company attorney. They told me I must resign my job as director of marketing, which I did under their direction and without legal advice."

■ Mr. Minor said the ad companies used to pay him directly a small monthly salary and a year-end bonus, but that since 1955 the earnings have gone into W & M Sales Co. and have been left there to accumulate.

"I was never involved in any action remotely approaching conflict of interest, and it is improper to call the payments into W & M commissions," he said.

In at least one case involving Bel-Aire, Mr. Minor said, he disqualified himself from passing on an ad contract for Chrysler.

■ Mr. Minor, now 39 years old, came to Detroit from Kansas City after World War II, having been employed there as a salesman of classified advertising for the telephone company, and also having spent a period in naval service in World War II.

He joined Transportation Advertising as a salesman, rose to sales manager and then to vp. In 1952 he joined Grant Advertising as a vp in charge of the Dodge account and the next year went on the Dodge payroll.

In 1955 he became sales manager for advertising and merchandising and five months later he was promoted to general sales manager. In 1956 he was transferred to sales chief of Plymouth and in 1959 was given the job he held when his resignation was asked.

■ Mr. Minor is credited with initiating Bandleader Lawrence Welk's long association with Dodge as a tv entertainer. Friendship for Mr. Welk once gained Mr. Minor a chance to attend a White House dinner, where Mr. Welk played privately for President Eisenhower, but there was no business relation between the two, he said.

The Lawrence Welk show is produced by Don Fedderson, who is married to Mr. Minor's sister. Mr. Fedderson has packaged several other tv shows for Chrysler. Mr. Minor has denied that he has had any business connections or dealings with Mr. Fedderson.

Chrysler told AA this week that its attorneys had not yet advised instituting suit against Mr. Minor to recover money allegedly received in the form of commissions.

CHARLES R. STOUT

DETROIT, Oct. 4—Charles R. Stout, 43, owner of C. R. Stout Advertising, and a Detroit adman for 19 years, died Sept. 29. He was the victim of a firearms accident five days earlier when a shotgun discharged as he was cleaning it.

He was a native of Ohio but lived here most of his life, having been employed on Detroit newspapers before entering advertising. He served in the Army Air Corps in World War II.

THEODORE H. HARRIS

MONTREAL, Oct. 4—Theodore Herbert (Ted) Harris, 55, an executive in the commercial research department of Cockfield, Brown & Co., died Sept. 30 following a lengthy illness.

He joined the agency in 1957 when the *Montreal Herald*, of which he was executive editor, ceased publication. A native of Manchester, England, Mr. Harris was in the commercial research department of McConnell & Ferguson Advertising Agency here before joining the *Herald*.

He was a fellow of the Royal Statistical Society and the Royal Economics Society of Canada.

NAT L. COHEN

BUFFALO, Oct. 4—Nat L. Cohen, 56, director of sales of WGR, Buffalo radio station, died here Sept. 28.

Associated with the WGR organization for 30 years, he produced and co-produced many programs, such as "Songs for Sale," with Bob Smith, one of the first morning variety shows to be broadcast in the U.S.

He began with WGR as an account executive in 1930, when the station was a member of the Buffalo Broadcasting Corp. He was named director of sales when the station was acquired by Transcontinent Television Corp.

HARRY P. WURMAN

PHILADELPHIA, Oct. 4—Harry P. Wurman, 64, retired president and board director of Bayuk Cigars, died Sept. 29 in New York, where he lived.

He worked as a factory hand in a cigar plant and later managed the General Cigar Co., Kingston, Pa., before joining Bayuk in 1924.

He was elected director in 1926, vp in 1930 and president in 1947. He was president until he retired nine years later. At the time of his death, he was a consultant to American Machine & Foundry Co., New York.

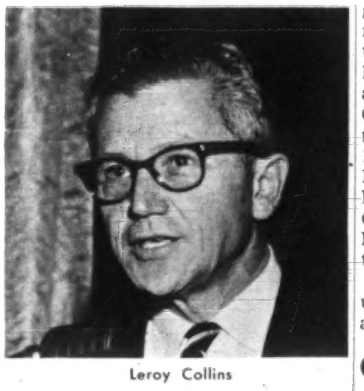
NAB Board to Okay Collins at Nov. 10 Sessions

(Continued from Page 1)

Jan. 3, the association will continue under the leadership of the policy committee for the remainder of the year.

The selection of Gov. Collins (AA, Oct. 3) reflects the preference of industry leaders, who feel that broadcasters should have a nationally known figure as their spokesman.

Since 1939, when the NAB presidency was a paid office for the first time, selections have zigzagged between leaders from the industry and outside. NAB's first paid president, Neville Miller, was a lawyer in the communications field and a former mayor of Louisville. His successor, Judge Justin Miller, had no industry experience. Mr. Fellows came to NAB in 1951 after a distinguished career in station management.



Leroy Collins

■ Details of the contract with the new president will be outlined to the directors when they assemble at the Statler Hotel here at 11 a.m. Monday. It reportedly involves a salary of $75,000 plus expenses, maintenance allowances and other fringe benefits.

The selection comes at a time when NAB is preparing to hold its series of eight fall conferences. The first is to be in Atlanta late next week, with others scheduled in Dallas, San Francisco, Denver, Omaha, Washington, Chicago and New York in October and November.

While Gov. Collins is to remain at Tallahassee until he completes his tour of duty, there was some speculation this week that he might find time for a brief visit to one or more of the fall conferences to greet some of the broadcasters.

■ At 51, Gov. Collins was rocketed into the role of leading contender for the NAB post by widespread public approval of his performance as chairman of the Democratic national convention in Los Angeles.

With his retirement from politics to accept the NAB presidency, there has been no partisan opposition to the selection.

A native of Tallahassee, the governor is a lawyer, with a career almost entirely in state politics. He was elected to the state legislature in 1934, three years after obtaining his degree from Cumberland University, and remained in the legislature until 1955, when he became governor. During World War II, he was a Navy lieutenant. Gov. and Mrs. Collins have a son, LeRoy Jr., a Naval Academy graduate, and three daughters.

The selection committee was under the chairmanship of C. Howard Lane, KOIN-TV, Portland, Ore.

Chilton Names McKenna Publisher of 'Marine Products'

PHILADELPHIA, Oct. 6—Chilton Co. will launch a new monthly publication, *Marine Products*, with the January issue, it was announced by G. Carroll Buzby, Chilton president. It is Chilton's 19th book.

The new publication is aimed at manufacturers of and dealers in marine products that are sold to the consumer, including boats, motors, engines, accessories, equipment, etc. There are about nine other national trade publications in this area, and many regional publications. It is Chilton's first venture in this field.

Chilton is mailing a pilot issue next week to some 28,000 prospective readers and advertisers. It expects to have about 35,000 controlled circulation.

■ Robert McKenna, publisher of *Electronics Industries* and *Product Design & Development*, has been named publisher of the new publication as well. William Barber, editor of *Product Design & Development*, is to be executive editor of that publication and of *Marine Products*.

Marine Products is tabloid size, with a self cover. The editorial content will lean heavily toward product information.

Chilton will accept ads in four sizes, b&w, no color. One-time page rate is $1,645. #

FTC Asks 50% Budget Boost for Ad Policing

(Continued from Page 1)

up warning signs along the highway. If they want us to enforce the law in all seriousness, they have to give us more manpower."

FTC's total budget this year is $8,000,000, and it has 823 authorized jobs. The new plan visualizes $12,000,000, with a total staff of 1,360.

FTC still faces a good many procedural barriers before it can count on the increase. Funds must be approved by the Budget Bureau and be recommended by the President. Then they have to be allowed by the Congress.

FTC sources insist the current plan cannot be written off as bureaucratic maneuvering of the kind that is customary during the preparation of the President's budget. Last year FTC asked only a 15% increase and got 10%. It has never made any serious effort to obtain a significant change in its staffing level.

■ If the new money is granted, FTC expects to channel much of it into (1) the policing of false advertising, and (2) a more vigorous crackdown on illegal advertising allowances.

In the advertising area, the commission has found few instances in recent months of flagrant deception by reputable advertisers. It continues to be saddled, however, with a huge backlog of questionable ads, which it would like to deal with on a "project" basis.

With several successful industrywide "voluntary" cleanups under its belt, the commission is ready to go out on the limb with a program which involves extensive consulting, and "peaceful" elimination of controversial advertising techniques.

Under the new plan there would be more conferences of the kind which was held at Cincinnati (*see story on Page 134*), where FTC personnel advised local business men on the kinds of advertising the commission is concerned about. Some meetings would be confined to a single industry with a specific problem.

■ Meanwhile the commission is finding itself swamped by the huge backlog of cases which is building up as a result of the "investigation-by-mail" technique which has been developed to expose illegal advertising allowances.

As a result of a "dragnet" investigation of the food industry, FTC currently has information from 201 food chains on special co-op benefits which they solicited in recent months. At least half of these have been set aside for further attention because of "deals" which FTC suspects. One by one, the suppliers who paid money to each of these chains are being contacted, and the FTC legal staff is grinding out complaints.

A whole series of suppliers have been named in complaints already issued for paying allowances to Penn Fruit Co., which were not paid to other suppliers. Lately the commission's staff has been thumbing through information supplied by Brenner Tea Co., Burlington, Ia., and there already have been eight complaints against food suppliers who are accused of making illegal payments to Brenner.

Some FTC sources think at least 1,500 food suppliers may eventually be involved in litigation over allegedly illegal co-op advertising allowances.

■ Meanwhile FTC staff sources say the co-op crackdown has already produced an impact, and that food suppliers are far from unhappy.

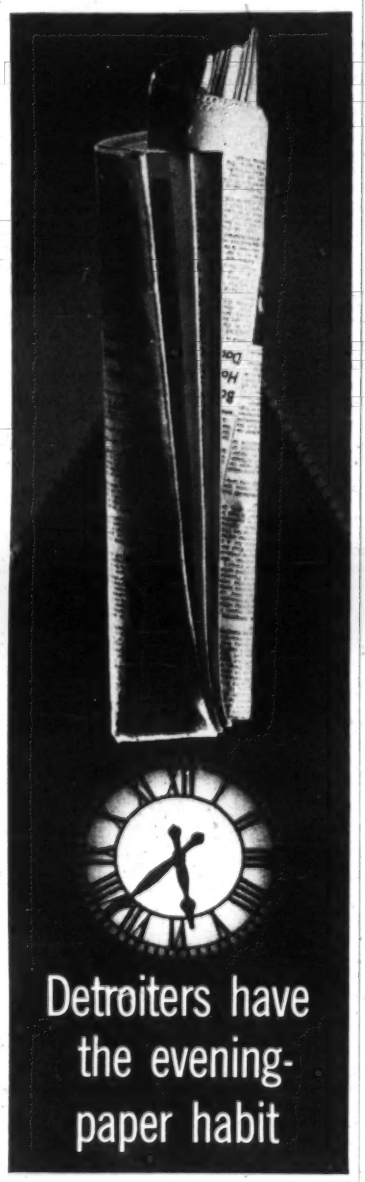
"Almost as soon as that questionnaire went out to the food chains, the demand for co-op payments stopped," one supplier told FTC. "We haven't had a single demand for payments for a birthday sale, a warehouse opening, or any of those other gimmicks in the past three months." #

'Houston Post' Names Lampee VP of Advertising

Houston Post Co. has named Robert H. Lampee, formerly advertising director of the *Detroit Times*, vp-advertising, a new title. Mr. Lampee's appointment to the *Houston Post* follows the resignation of Eugene J. Lemcoe as advertising director of the *Post* in September (AA, Sept. 5). Mr. Lampee joined the *Detroit Times* in May, 1959. In Houston he will also be a member of the board, in charge of advertising sales, promotion and marketing research.

Robert Lampee

The *Detroit Times* has not yet appointed his successor.



Detroiters have the evening-paper habit

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by HEARST ADVERTISING SERVICE INC.

Ad Clinic #20

(a transparent device to get you to read this Sheraton ad)

by the Creative Coroner

Avoid being vague

SHERATON HAS WORLD'S FASTEST RESERVATION SYSTEM

SHERATON HOTELS

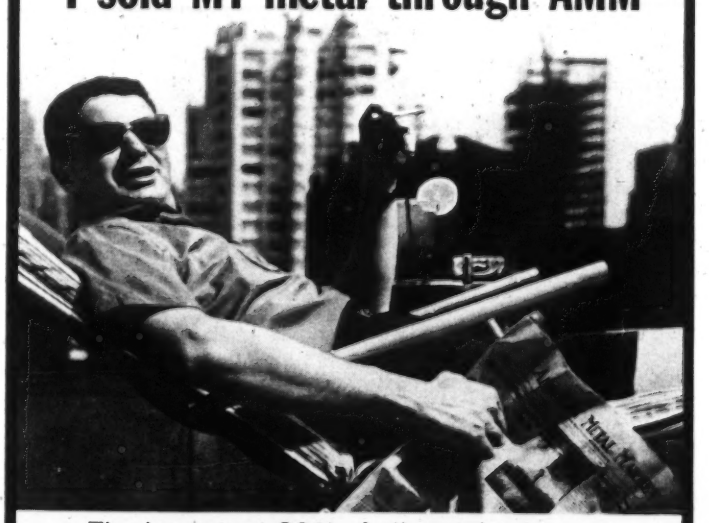
How fast is "fastest"?

A sub-head stating actual time would strengthen the headline.

Does it take 15 minutes — 10 minutes — 5 minutes? How long?

4 seconds! — via RESERVATRON, Sheraton's electronic miracle that links 56 Sheraton Hotels, makes and confirms your reservation fast and free. Now when a last minute urgency takes you out of town, your secretary can make and confirm your reservation in less time than it takes to powder her nose. And in less time than that you can get a free, 104-page booklet to enhance your Sheraton lore (and to help us test this ad) just by writing: **Sheraton Corp., Ad Age Ad #20, 170 Atlantic Ave., Boston, Massachusetts.**

"I sold MY metal through AMM"



The important 80% of all metal sales are influenced by **AMERICAN METAL MARKET**

$5,000,000

The October 10 issue of LIFE marked the first time in publishing history that a single issue of any magazine has carried more than $5,000,000 worth of advertising.

This record one-issue investment demonstrates LIFE's leadership. It follows closely upon another significant LIFE achievement: during the first eight months of 1960 advertisers invested $87.2 million in LIFE—$18.6 million more than in the Post—$51.5 million more than in Look.

LIFE works for advertisers, and works fast when they need results fast. In the October 10 issue alone, six advertisers* used LIFE's unique "fast-close"—just 7 days from plate to printed page—a service offered only by LIFE among general magazines.

The month of October will see more "fast-close" ads in LIFE than any previous month on record. LIFE works—so campaign in LIFE and your product will get the votes.

ADVERTISED IN

LIFE

*Calvert Reserve Co.; Fairchild Camera and Instrument Corporation; Ford Motor Co.; Foundation for Commercial Banks; Socony Mobil Co.; Wen Products.

Sources: Publisher's Estimate; P.I.B.

KRON is TV in SF

San Franciscans are sold on KRON-TV

FOR 2½ YEARS
KRON-TV
HAS BEEN NUMBER ONE
IN THE BAY AREA*
*ARB, JAN. '58-'60

· S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE